

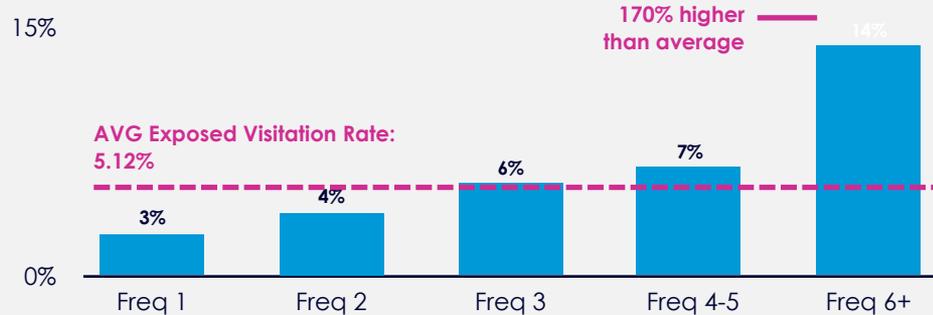
OOH DRIVES VISITS TO QSR WITH ACTIONABLE INSIGHTS



RADARProof

- Visits Studies demonstrate strong results for QSR clients going beyond close proximity
- **60% of people** exposed to OOH will travel more than 5 miles to visit QSR stores
- A frequency of **6+ exposures** drove **170% higher visitation** to QSR stores

Upward Trend Between Frequency And Visitation



27%+ Visited a QSR 15+ Miles From Where They Live or Work

