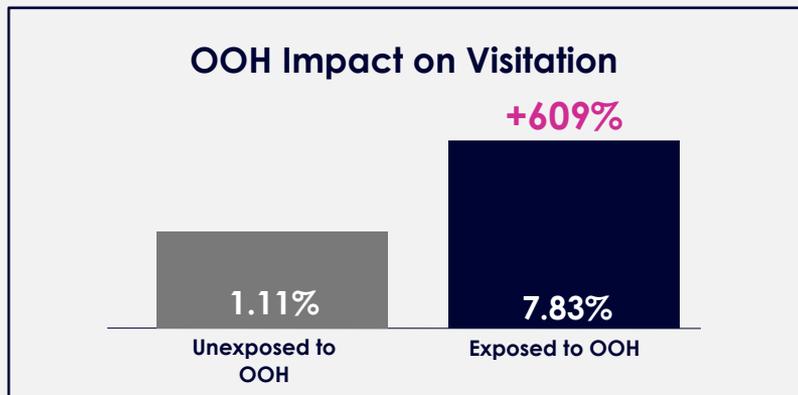


# OOH DRIVES VISITS FOR DK CONVENIENCE STORES



## Objectives:

- Generate awareness for the DK convenience store rebrand.
- Drive customers into Albuquerque DK stores.

## Solution:

- Activated a nine-week, 12-unit OOH campaign to drive in-store traffic.
- Used RADARConnect to retarget consumers exposed to OOH ads, DK store locations, and competitor locations.



## Additional Results:

- Exposed visitors were **66% more likely to visit DK locations multiple times** during the campaign.
- **64% of consumers were first-time visitors** within three days after viewing the OOH campaign.
- RADARConnect CTR **exceeded industry average by 60%**.