OOH DRIVES VISITS FOR DK CONVENIENCE STORES



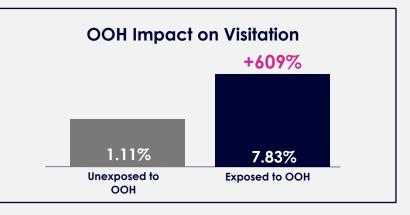


Objectives:

- 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%.

Clear Channel Outdoor

Source: CCO RADARConnect results and findings based on analysis of mobile campaign performance metrics; CCO RADAR / Cuebiq; December, 2019.

