

OOH EXPANDS CUSTOMER BASE FOR FAST CASUAL CHAIN

OBJECTIVE

Drive new patrons to Taquerias Arandas while maintaining existing customer base.

SOLUTION

Combine OOH with mobile retargeting ads, using Clear Channel Outdoor's RADARConnect solution, to reach desired audiences.



OOH boosted engagement on mobile ads, delivering 0.77% CTR (6X industry average). The overall campaign **delivered record sales, beating pre-pandemic benchmarks.**

6X

CTR AS COMPARED
TO INDUSTRY
BENCHMARKS

20%

LIFT IN
RESTAURANT SALES
AS COMPARED
TO 2019

As a result of the OOH campaign, Taquerias Arandas is on track to beat its 10-year record for sales.