

# OOH DRIVES VISITS TO LOCAL AUTO REPAIR CHAIN



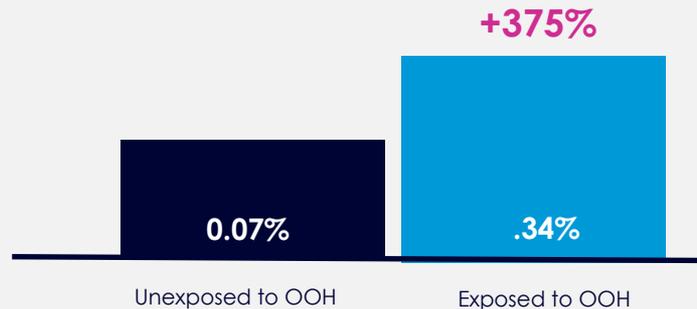
## Campaign Objective:

Increase visits to local auto repair shops throughout Atlanta by highlighting competitive oil change prices and offering customers with additional services once they visit.

## Solution:

Leveraged RADAR and proximity targeting to select digital bulletins within 5 miles of locations that over-indexed for their custom RADAR audience segment. DOOH provided messaging flexibility around the market to extend campaign reach.

% Visit Rate to Auto Repair Chain  
Exposed to OOH vs Unexposed to OOH



## Additional Insights:



47% last saw the OOH campaign **10+ miles** from the location they visited

39% visited a location **10+ miles** away from their home