

“InMobi Pulse delivered end-to-end measurement of a massive OOH campaign”

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Background

A top 20 U.S. fast food restaurant chain wanted to increase store visits in key markets. The QSR chain partnered with KSM, a leading agency known for commitment to quality data and actionable media strategies, to develop an integrated, innovative approach to increasing consumer engagement. The team decided to launch an out-of-home campaign via billboards and needed a robust solution for measuring media effectiveness.

The Challenge

As part of this massive campaign (57 billboards across 3 high potential markets - Dallas, San Antonio and Birmingham), the QSR chain wanted to identify the optimal messaging that drove store visits. To understand the impact of their campaign, the brand wanted to:

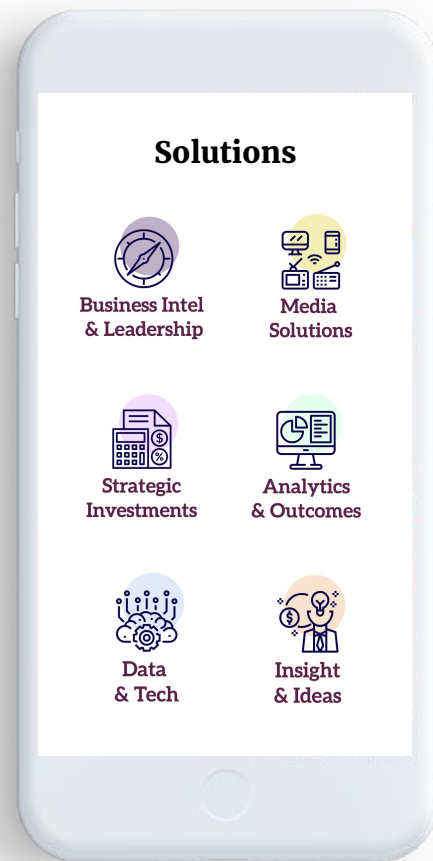
- Measure brand lift from the campaign
- Track direct footfall attribution
- Test 13 creatives and identify the ones that were the most persuasive
- Gain a deeper understanding of ad recall and find out if the message actually influenced the consumers' behavior. If seeing the ad did not inspire store visits - uncover the reasons why.

Methodology

InMobi mapped polygons around the 57 billboards as well as around each store location. Using InMobi's advanced location algorithm, the brand was able to detect when users were within a given polygon boundary and use the resulting data to calculate footfall attribution and conversation rates for each billboard ad.

To be included in the study, individuals should have passed through the billboard 'view-shed' (vantage points with direct visibility of the billboard) and visited a store within 2 weeks after seeing the ad. An attributed visit was captured if the individual spent between 5 and 90 minutes in the polygon of the store.

Following ad exposure, mobile in-app surveys were sent to consumers in order to measure the brand lift from the OOH campaign (ad recall, brand recall, message association, and final item ordered). Partnering with KSM, InMobi Pulse layered on additional intelligence - messaging, store visit data and purchase preference in order to understand the performance of specific products. By surveying customers on what prompted their visit and whether or not the ad influenced their purchase decision, InMobi was able to capture the actual customer perception of the value and likability of the ads.



Results

- **Measured 10–13% brand uplifts** across the 3 markets attributable to the OOH campaign
- Deep consumer profiling of users who passed the billboard, **enabling refinements to audience targeting** and optimization of billboard locations in the future
- 70% of visitors who viewed the ad and visited the store stated that they purchased the item shown in the ad, **confirming the effectiveness of the creative and the messaging**
- **Identified where customers were coming from** in given markets, for future targeting and campaigns



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Unlike most solutions in the market, InMobi Pulse delivered end-to-end measurement of a massive OOH campaign. The combination of accurate footfall analysis, deep consumer profiling, and robust measurement of brand lift was a true differentiator. Our client was able to optimize messaging, identify the drivers of campaign performance, and understand and validate the ROI on the OOH campaign - all in a single platform.