



ENHANCE THE POWER OF YOUR OOH CAMPAIGNS

THROUGH MOBILE AMPLIFICATION AND INSIGHTS

Deliver a holistic multichannel approach to **OOH** campaigns with a **Mobile integration strategies**. Provide additional touchpoints for consumers to engage with your brand while combining data and insights for the Offline and Online worlds.

LINK uses **industry-leading geolocation data** to retarget consumers that pass by PATTISON OOH locations. Using a fully Canadian end-to-end mobile partnership, LINK provides a transparent and trustworthy integration solution.

Through **LINK's Mobile Integration**, this leading chain restaurant leveraged large-format digital to amplify its campaign and identify 1st-party Online and Offline insights and key campaign metrics such as Unique Visitors to retail locations and Audience Extension Impressions.

QSR



CAMPAIGN DELIVERY

- AUDIENCE EXTENSION IMPRESSIONS: **817,062**
- UNIQUE CAPTURED USERS ON MOBILE: **129,818**
- MOBILE CLICKS: **347**
- CRT: **0.04%**

FOOT TRAFFIC ATTRIBUTION INSIGHTS

- TOTAL NORMALIZED VISITORS (to client restaurants): **40,965**
- VISITATION LIFT: **15.82%** Lift vs unexposed to media
- VISIT CONVERSION RATE: **18.67%**
- MOST VISITED DAY: **Friday**
- BUSIEST HOUR: **Noon**
- CONSUMER DWELL TIME: **73%** of visitors spend 5-30 minutes in-restaurant