

Full Funnel Attribution

The QSR campaign (June–August 2025) is a strong example of iOOH Attribution success. This campaign combined both **brand lift** and **foot traffic measurement**, leading to high ROI indicators and full-funnel clarity.



Highlights:

+39.1% lift in foot traffic attributed to OOH exposure - totaling **88K incremental visitors** and **735K incremental visits**

8.3

repeat visits per incremental visitor, showing sustained behavioral impact

11%

lift in brand consideration, **+12% in purchase intent**, **+13% in likelihood to recommend**

61%

ad recall, far above the 41% iOOH norm - creative broke through

99%

of ad recognizers understood the value message: "so much more under \$4" - Best

35%

lift in DMA results: **Los Angeles and Dallas–Ft. Worth**

Why It Worked:

- + The creative was memorable and emotionally resonant - Placement strategy prioritized high-performing DMAs and venues (e.g., digital kiosks, gas stations, urban panels) - Strong message clarity and simple value proposition.



About MFour.

MFour Data Research, founded in 2011, is a leading provider of validated, connected, opt-in consumer behavior and survey data. Its top-rated Surveys On The Go® app, powered by the Fair Trade Data® model, delivers billions of transparent, consumer-sourced data points each year. On the client side, the MFour Studio™ platform enables Fortune 100 companies, startups, and academic institutions to access connected data and survey products — delivering clarity, accuracy, and confidence in understanding consumer journeys in the AI era.

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