PLACE EXCHANGE

PerView™

Reach & Frequency Measurement

Speedway IBO

AdSource Outdoor

CASE STUDY | Whaaaat A Burger Impression

Media Company | **AdSource Outdoor**, Lake Charles LA
Sales Manager | **Patricia Prebula**

How It Came Down | The national fast-food restaurant Whataburger, was set to open two locations in Southwest Louisiana. My account executive and I spoke to the general contractor about billboard locations that would be better options for their current "Opening Soon" advertising on our competitor's digital billboards.

The Agency Surprise | We communicated that our locations offered more visibility with directional advertising on our digital bulletins and were wide open with no trees blocking the view - unlike the obstructed competitors' billboards. Our billboard was the obvious better option. We soon received a call from their ad agency.

Surprisingly, they were **ONLY** interested in ***impressions***. We've been getting PerView impressions on our entire inventory since May of 2023. There is no doubt we won their business because we had a comfort level using PerView Impressions. The ad agency representing Whataburger is now in constant communication with our Account Executive requesting performance reports from their campaign.

Prep & Results Matter | They are looking to renew these locations because we gave them accurate data and performance that beat our competition. Having the sales team prepared has significantly elevated our Out-of-Home (OOH) business by providing precise and accurate analytics. Having PerView data opened the door allowing us the opportunity to compete. From this point forward, the results have been a complete game changer. This one tool has increased our revenue and opened doors to compete on the same level with other major publicly traded OOH billboard operators.

For More Info Contact support@IBOUSA.org

OOH INFO