



OOH Heats Up QSR Advertising

Quick-serve restaurants have historically leveraged Out of Home advertising to support upper-funnel brand tactics. Ever since the digitization of OOH, QSR brands are now using OOH to drive full-funnel strategies, including performance metrics, such as location visits, and purchases.

\$423B

in revenue will be generated by the US fast food industry in 2026 ¹

60%

of consumers recall seeing QSR OOH ads recently²

67%

of consumers who saw a QSR OOH ad made a purchase in person²

Source: ¹IBIS World, 2026, ²OAAA, 2023

Advancements in audience targeting, location targeting, and measurement solutions, have established OOH as a cost-effective performance marketing channel for QSR and restaurant marketers. Marketers can perform attribution and decisively measure the impact of their ad spend. Place Exchange's vast network of premium OOH media can help ensure your message reaches hungry locals in the right place at the right time. All with the ease, automation, and flexibility of programmatic execution within your DSP.

Contact us-programmatic-sales@broadsign.com to learn more

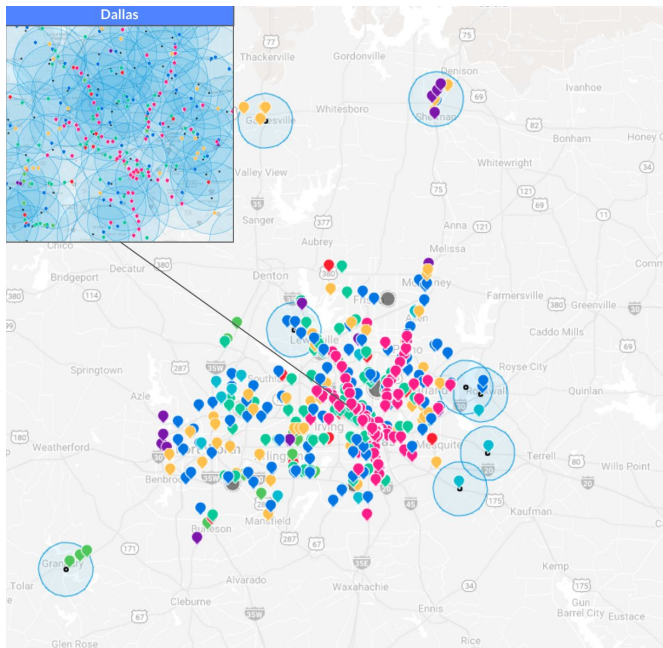
Leverage Advanced Targeting Capabilities

- Location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events

The Daily Consumer Journey

Engage consumers throughout their daily journey with creative messaging placed within a geo-fenced radius of your brand's physical locations when they are commuting, at the office, on campus, shopping, filling up their gas tanks, while they are at the gym, and more.

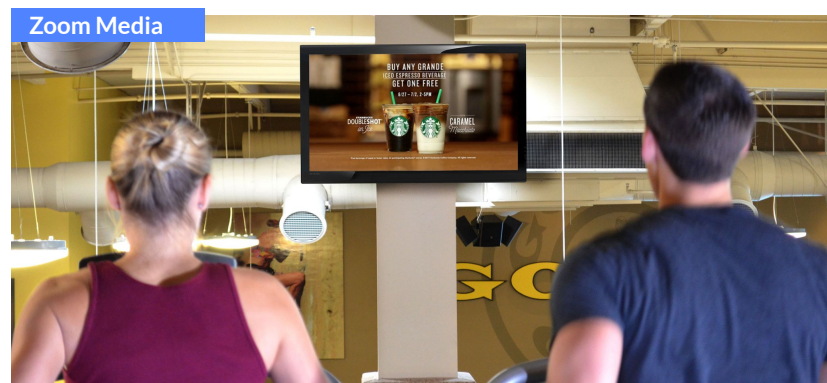
Target by city & geofence: Sample map showing inventory in Dallas within a 5 mile radius of a QSR restaurant.



- **Total Screens: 1,103**
- **Impressions (4-week): 5.9M**

Publishers

Smart City Media	Red dot
Zoom Media	Blue dot
Clear Channel Outdoor	Green dot
Outfront	Red dot
GSTV	Yellow dot
Vengo	Orange dot
Adkom	Purple dot
Lamar	Light green dot
QSR Locations	Black dot

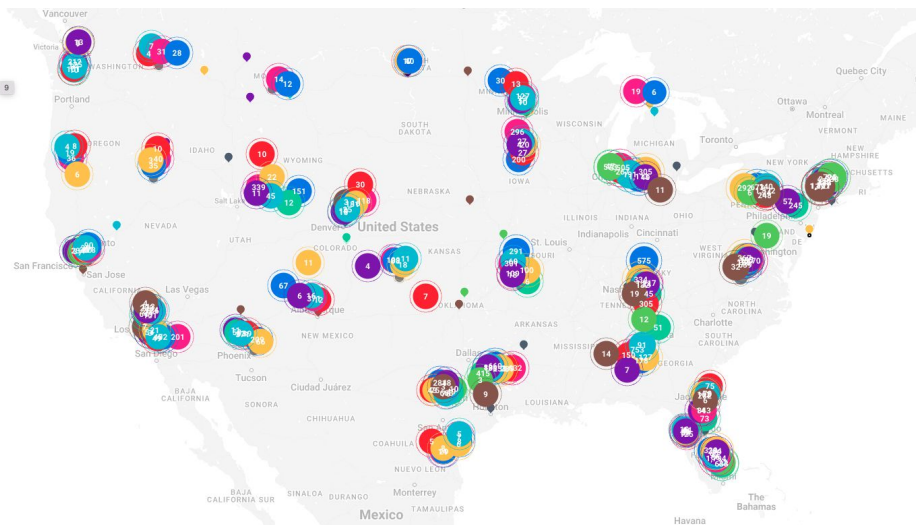


Utilize Dynamic Creative to Guide Consumers

Place Exchange has developed the capability to serve true dynamic creative on any Digital OOH screen, giving advertisers the ability to tailor messaging with endless creative possibilities and maximize real-time relevance. From weather triggers, to driving directions, to product SKUs and more, marketers can now leverage the power of dynamic creative to automate personalization in the real world as never before.

Target by venue category on a national scale: Sample map showing the top venue categories on a national scale around Wendy's locations.

- **Total Screens: 41,652**
- **Impressions (4-week): 9.96 B**



Publishers	Screens
Retail	19,233
Entertainment	7,400
Transit	5,031
Outdoor	3,607
Point_Care	3,009
Health_Beauty	2,015
Office_buildings	897
Residential	231
Education	218
Financial	11
Wendy's Locations	

