Fresh Quick Service Restaurant Insights with a Side of Location Relevance

Consumers are increasingly turning to their mobile phones and tablets to help them make on-the-go dining choices. Location plays an important role in the decision making process, influencing consumers on where to go, what to eat, and how to get there.

VERVE MOBILE USERS SAY THE FOLLOWING HAVE INFLUENCED THEIR QUICK SERVICE RESTAURANT DECISIONS (IN ORDER OF MOST POPULAR):

- Restaurant Locators
- Maps
- Mobile Dining Recommendation Apps
- Restaurant Mobile Site
- Loyalty Programs

OVER 73% SAY THEIR SMARTPHONE AND TABLET HELP THEM MAKE DECISIONS ON WHAT TO EAT AND WHERE TO EAT.

- Searched for restaurant locations
- Read consumer reviews
- Shared information with a friend
- Looked for special offers
- Looked for nutrition info

45% SAY A MOBILE AD HAS INFLUENCED THEIR DECISION TO PURCHASE A MEAL FROM A QUICK SERVICE RESTAURANT.

THE AVERAGE NUMBER OF FOOD AND DINING RELATED APPS A VERVE MOBILE USER HAS ON THEIR SMARTPHONE OR TABLET:

- 1-3: 52%
- 4-7: 22%
- 8-10: 3%
- 11+: 1%

88% SAY LOCATION OR PROXIMITY TO A PARTICULAR DESTINATION IMPACTS THEIR DECISION TO DINE-IN OR BUY A MEAL FROM A QUICK SERVICE RESTAURANT.

METHODOLOGY
Verve surveyed 200 consumers across its mobile platform of over 3,500 publishers during a 30-day period.

* Source: Nielsen, Custom User-Defined Report, June 2012.

ABOUT VERVE
Verve is the leading location-powered mobile advertising platform helping hundreds of local and national advertisers reach a valuable, premium audience where they live, work and play. Over 3,500 publishers use the Verve platform to manage their mobile advertising business. Ranking as a top 5 mobile ad network as measured by Nielsen*, Verve reaches more than 73% of the active mobile user base in the U.S.

TO LEARN MORE, PLEASE CONTACT SALES@VERVEWIRELESS.COM OR CALL 760-479-0055