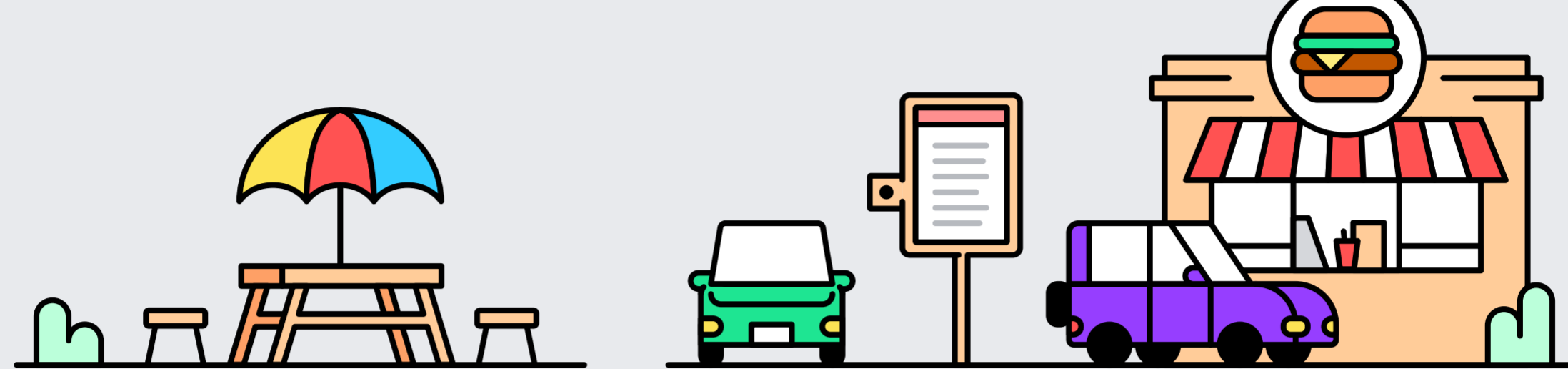
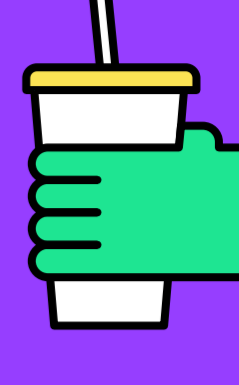


# The Road to Revenue: Let Waze Bring On-The-Go Diners to Your Restaurant

Diners are back and taking to the roads,  
hungry for local dining options.

Consumers have an appetite to eat out



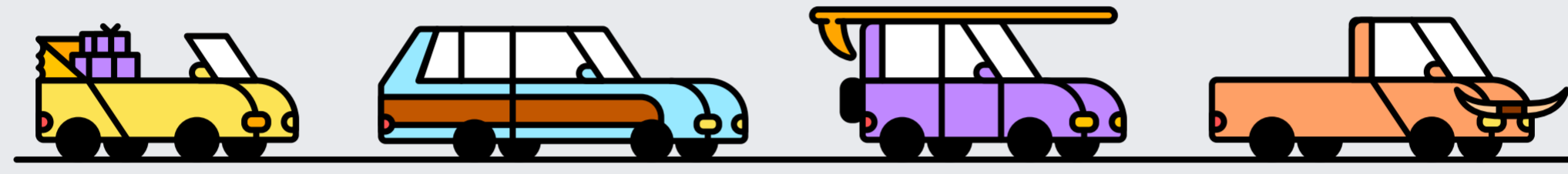
**62%** report they feel safe eating with **outdoor accommodations**<sup>1</sup>

In fact, in the past year, the share of trips to businesses with drive-through options jumped 25% and the share of navigations to fast-food locations was up 33%.<sup>2</sup>



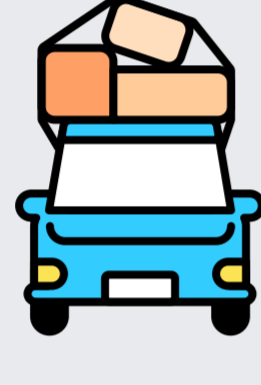
## What's fueling the trend?

### Wariness of other modes of transportation



**80%**<sup>3</sup> of Americans feel safest driving their own cars

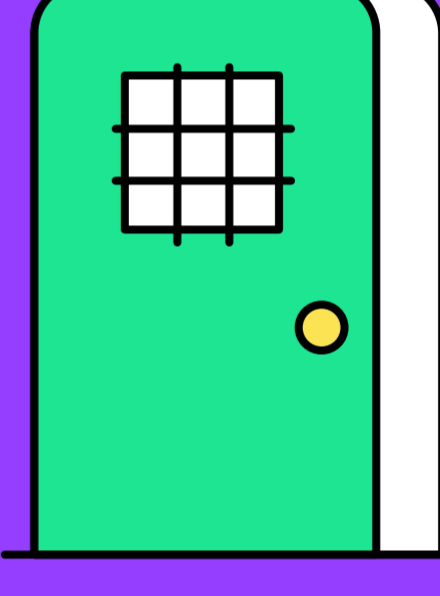
### Migration from cities



**Over 15.9 million**<sup>6</sup> people moved during the pandemic

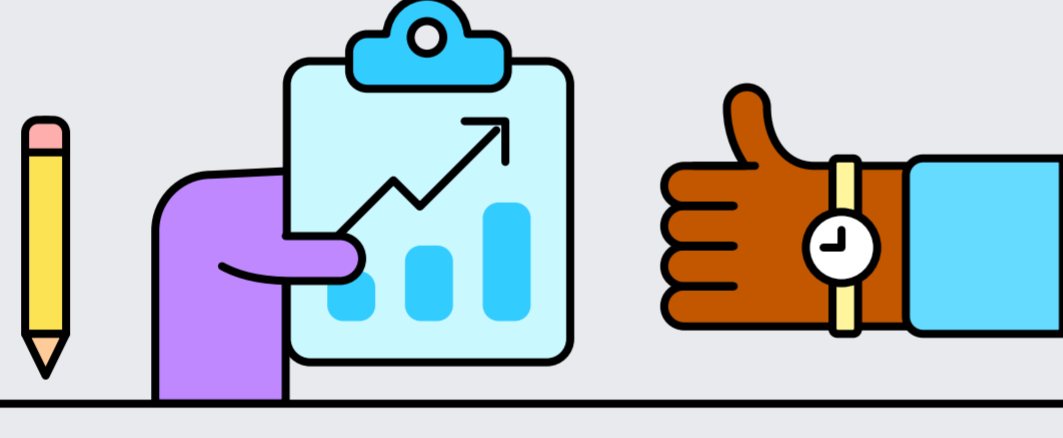


Big cities saw the **highest net losses**<sup>7</sup> of residents, as many moved to suburbs



Waze Ads can drive diners to a restaurant's front door.

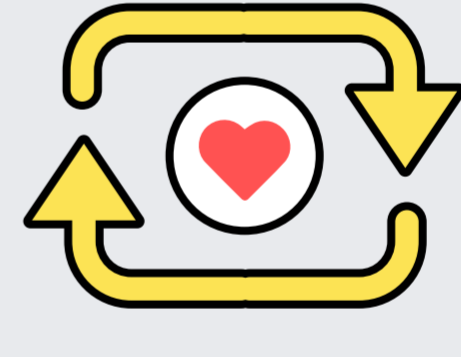
### Marketers who use Waze:



#### See results

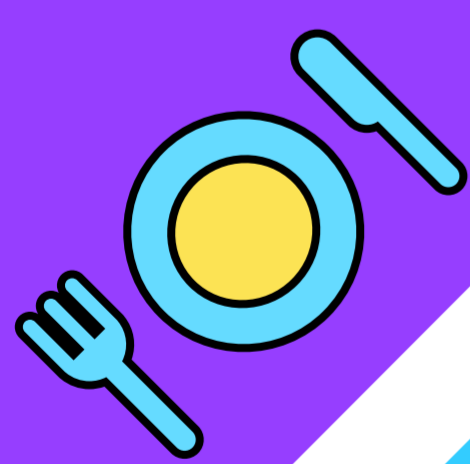
**8%** Increase of foot traffic  
**13%** Increase of conversion rate  
**7%** Increase of average order value<sup>8</sup>

Specifically, for QSR marketers, **almost two-thirds (63%)** of QSR marketers expect digital out-of-home advertising to deliver more restaurant visits<sup>9</sup>



#### Express loyalty<sup>13</sup>

**>90%** of customers are satisfied or very satisfied about their experience with Waze Ads and have a positive or very positive sentiment toward Waze Ads<sup>10</sup>



Waze has a la carte options for every taste and budget.

**Pins** remind drivers of restaurants near their drive

**Search** put restaurants in front of hungry drivers searching for their next bite

**Takeovers** are like digital billboards for drivers at a complete stop

**Arrows** help indicate your restaurant is nearby

**Location Personality Badges** keep customers up to speed on services and offerings such as drive-through, order ahead, and curbside pick up

Hungry for more?  
Visit [waze.com/ads](https://waze.com/ads) to get started today.



<sup>1</sup> "Tracking the Return to Normal: Dining," Morning Consult, 10 March 2021, URL: Accessed 12 March, 2021.

<sup>2</sup> Source: Waze Data, US, January/February 2020 vs. November/December 2020.

<sup>3</sup> "2021 Predictions: Six Predictions for the 2021 Automotive Market," Cox Automotive, 2021.

<sup>4</sup> Ibid

<sup>5</sup> "Survey Shows Americans Find Comfort in Their Cars During Pandemic," CISION PR Newswire, 24 June 2020. URL: Accessed 12 March, 2021.

<sup>6</sup> "Coronavirus Moving Study: People Left Big Cities, Temporary Moves Spiked In First 6 Months of COVID-19 Pandemic," My Move, 17 February, 2021. URL: Accessed 12 March, 2021.

<sup>7</sup> "Waze Data, US, February 2020 vs. September 2020.

<sup>8</sup> The Total Economic Impact™ of Waze, Cost Savings and Business Benefits Enabled by Waze, a commissioned study conducted by Forrester Consulting on behalf of Waze, 2020.

<sup>9</sup> A commissioned study conducted by Forrester Consulting on behalf of Waze, February 2020

<sup>10</sup> Waze Ads Brand Tracking, research conducted by Illuminas on behalf of Waze, September 2020