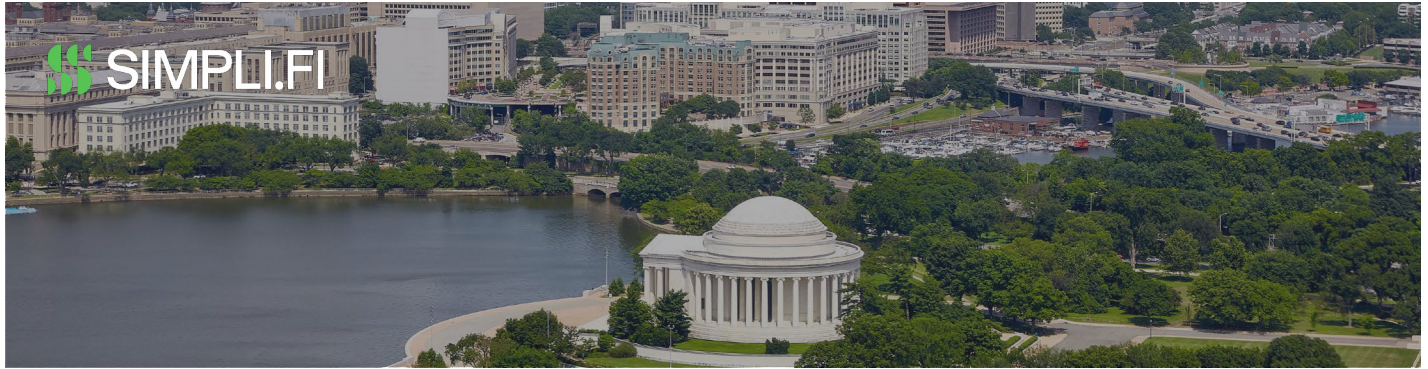




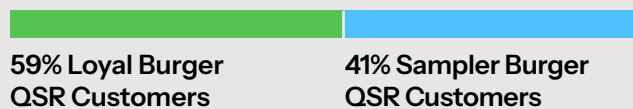
Loyalty in the Real World — The Quick-Serve Restaurant Edition

Whose Cheeseburger Is It, Washington, D.C.?

Whose Cheeseburger Is It? is the first edition of Loyalty in the Real World, Simpli.fi's foot traffic insights series for brick-and-mortar industries. We're starting with burgers and the question behind every visit: when customers can choose freely and switch cheaply, what actually holds them? To answer it, we analyzed eight weeks of visits to the top 20 burger QSRs across Washington, D.C., using the billions of anonymized mobile location signals Simpli.fi processes daily to track when and where customers switch.

How Loyal is D.C.?

A burger customer in Washington, DC has no shortage of options, from fast food staples to fast-casual favorites. So when they're hungry again, whose cheeseburger is it?



This analysis is based on a measured sample and does not represent all foot traffic for these brands.

Definitions

Loyalists

loyalist

A customer who visited a single burger brand's restaurants over eight weeks.

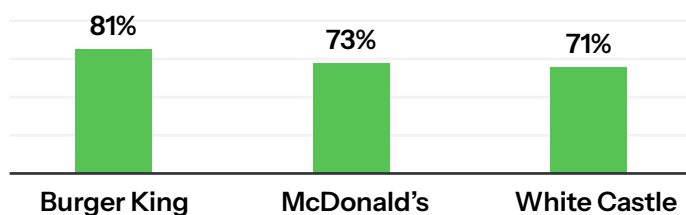
Samplers

sampler

A customer who visited two or more different burger restaurants over eight weeks.

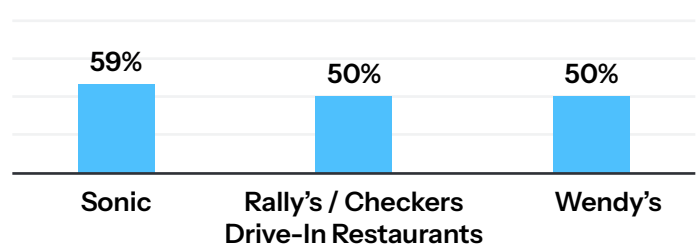
Which Brands Inspire the Most Loyalty?

These three brands ranked highest in loyalty among Washington, DC burger QSR visitors during the period:



Which Brands Have the Most Samplers?

These three brands had the largest share of customers who also visited at least one competitor during the same period:



About Simpli.fi

Simpli.fi is the real-world media platform built for the age of immediacy. By unifying digital behavior and real-world movement into a single actionable signal, Simpli.fi enables over 2,000 agencies, advertisers, and media groups to target, optimize, and measure campaigns precisely where consumer decisions happen.

Want to learn more or connect with our team? Contact us at hi@simpli.fi.