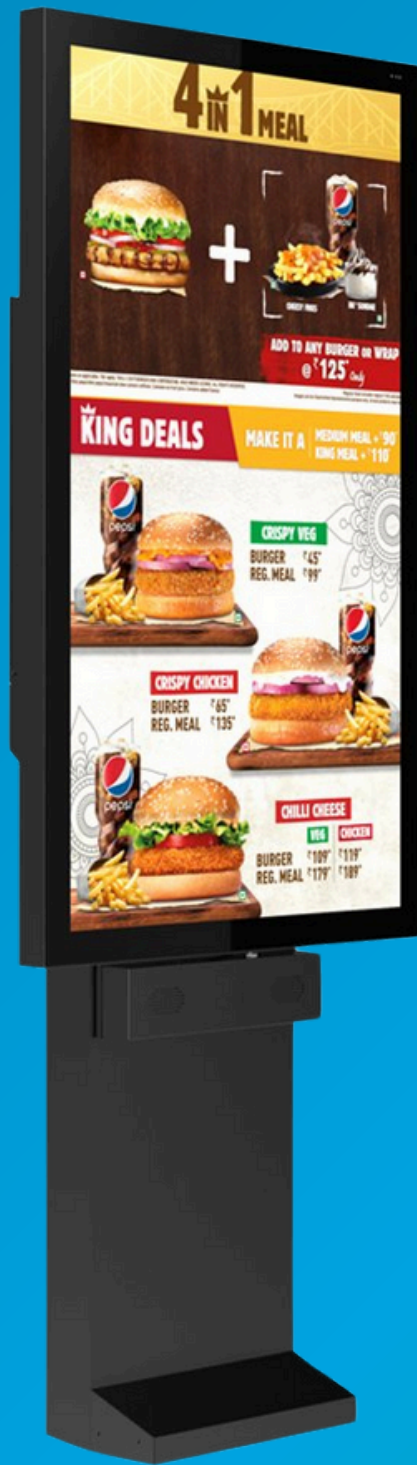


How Presell Boards Influence Drive-Thru Orders

We surveyed 852 consumers to understand how Drive-Thru presell boards influence ordering decisions. Most say the presell has at least some impact on what they order, and nearly half say it helps them discover new promotions or products.

The findings show that presell boards help influence decisions—mainly by highlighting new or limited-time items. Most feel the information shown is enough, though some still want more.





What is a *presell board*?

A presell board is a sign placed before the main menu board in a drive-thru lane. Its job is to grab your attention early and highlight specific items — like new products, limited-time offers (LTOs), or high-margin items — before you reach the ordering point.

Think of it as a sneak peek that helps guide decisions before customers face the full menu.

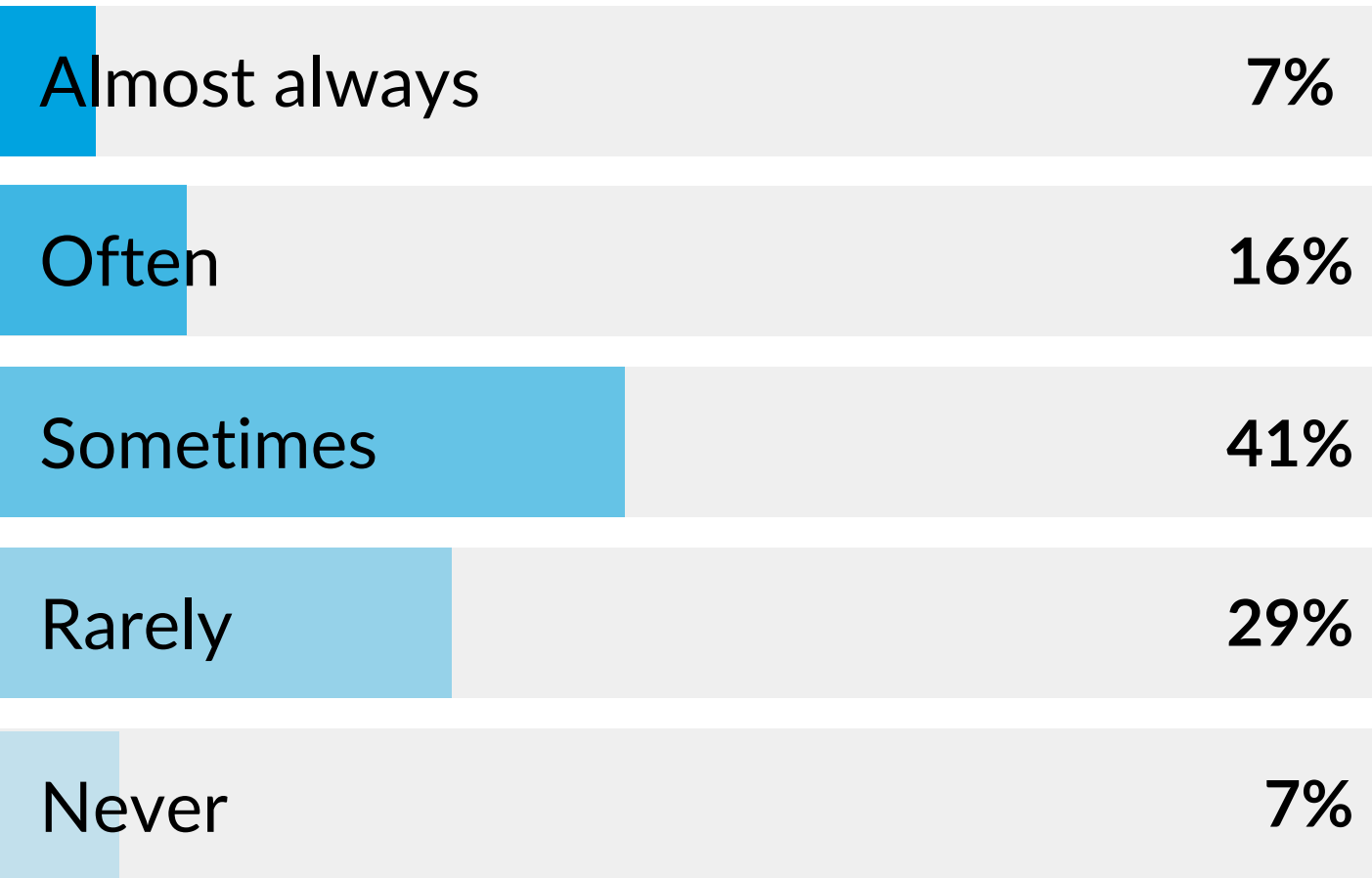
Why is this *important*?

Presell boards shape the customer's path to purchase—before they ever reach the speaker box.

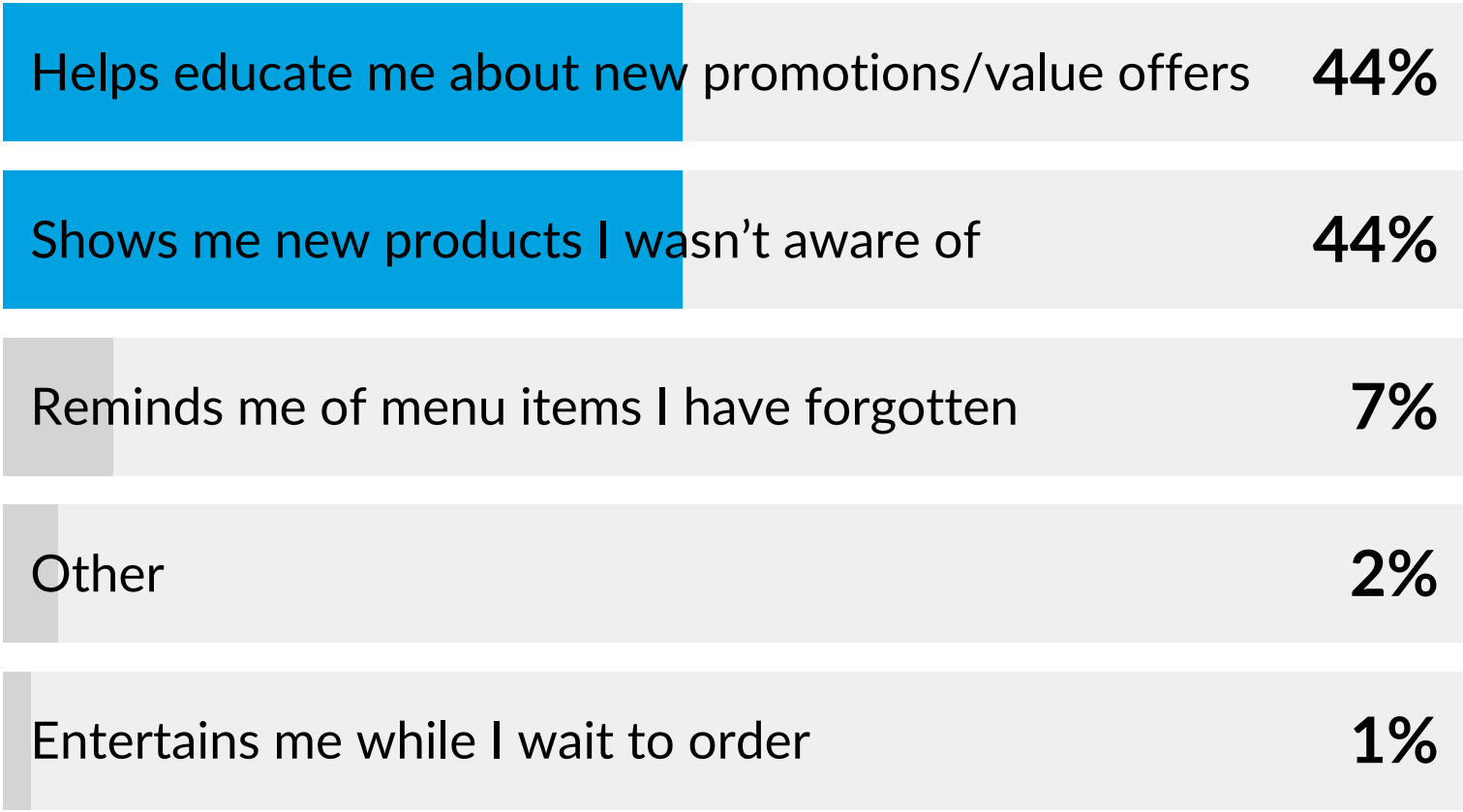
Our survey reveals that the majority of consumers say presell content sometimes or often influences what they order. Nearly half say it introduces them to new products or promotions, highlighting its value as an awareness and upsell tool.

At the same time, 1 in 5 consumers say there's not enough information shown in today's drive-thrus. This suggests an opportunity for brands to optimize presell content, balancing education with clarity to improve decision-making, boost trial of limited-time offers, and enhance the overall experience.

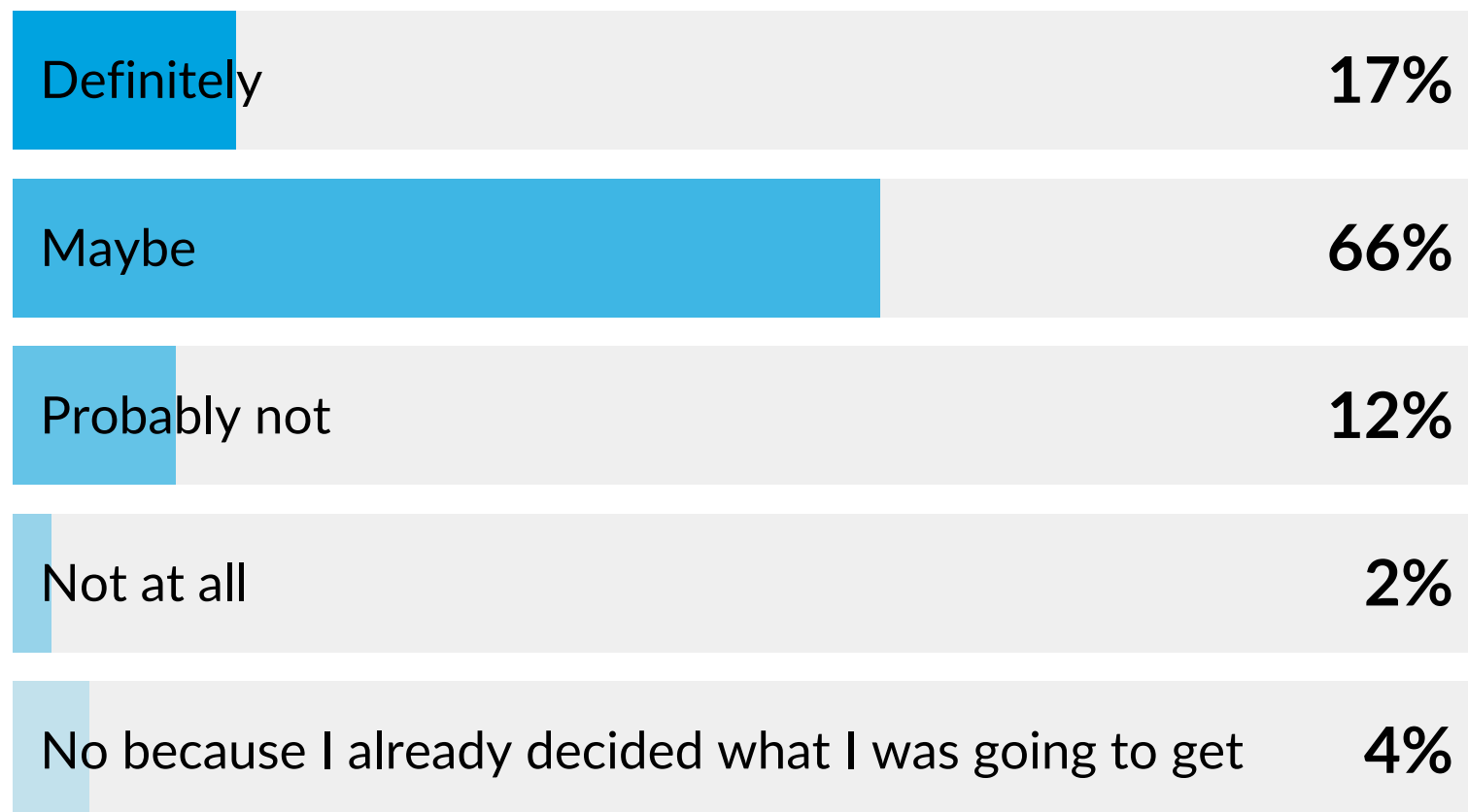
How often does the presell impact/affect what you order at a QSR restaurant?



How does the presell impact your order?



Would seeing a new or limited item on a presell board make you more likely to order it?



How do you feel about the amount of information shown in Drive Thrus today?

It's just right

61%

I typically know my options when placing my order

It's not enough

20%

I typically wish I had more information available to me prior to placing my order

It's too much

19%

I am typically overwhelmed by the amount of information shown to me prior to placing my order

About *Intouch Insight*

At Intouch Insight, we specialize in helping multi-location brands achieve operational excellence, exceed customer expectations, and build long-term customer loyalty, and we are proud to deliver growth solutions to over 300 of the world's most beloved brands.

Our solutions are designed to streamline operations, maintain brand standards, and provide actionable insights to help our clients enhance their CX. With over 40 years of CX expertise, we excel in providing our clients with top-notch CX, customer surveys, mobile forms, mystery shopping, as well as operational and compliance audit solutions.

Contact our team today!

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1-800-263-2980

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