49% of consumers noticed digital street level OOH advertising in the past month.

52% of digital street level ad viewers notice them “all” or “most” of the time.

69% of viewers engaged in actions after seeing a digital street level ad such as searching for an advertiser or visiting their website, visiting the store or restaurant, and visiting or posting to social media.

62% of viewers engaged in mobile device actions after seeing a digital street level ad such as searched for/visited an advertiser website, scanned QR code or used SMS/URL/hashtag, downloaded/used app, accessed discountoffer, or made a purchase.

51% Noticed DIGITAL STREET LEVEL ADS that gave directions to a business

65% Immediately visited a business after seeing an ad

92% Made a purchase after visiting the business

Source: Nielsen conducted 453 online surveys among U.S. residents age 16 or older in the top 30 markets, between February 24th to March 4th, 2020.