Digital Taxi OOH Engages Consumers and Drives Action

51% of digital taxi top ad viewers notice them “all” or “most” of the time, and notice rate increases to 76% for interior digital taxi ads.

59% of viewers engaged in actions after seeing a digital taxi top ad such as searching for an advertiser or visiting their website, visiting the store or restaurant, and visiting or posting to social media. For interior digital taxi ad viewers, the action rate increases to 76%.

Approximately 46% of viewers engaged in mobile device actions after seeing a digital taxi top ad such as searched for/visited an advertiser website, scanned QR code, or used SMS/URL/hashtag, downloaded/used app, accessed discount offer, or made a purchase. For interior digital taxi ad viewers, the action rate increases to 67%.

![Pie chart showing notice rates and action rates for digital taxi ads.]

- **42%+** Noticed DIGITAL TAXI ADS that gave directions to a business
- **63%+** Immediately visited a business after exposure to a DIGITAL TAXI AD
- **89%+** Made a purchase after visiting the business

Source: Nielsen conducted 411 online surveys among U.S. residents age 16 or older, between February 24 to March 2, 2020 in Boston, Chicago, New York City, Philadelphia, San Francisco/Oakland, and Washington DC.