In today's world of clicks, likes, and page views, OOH is the real thing. It offers real-life impact in a digital world, and can't be blocked, skipped, or viewed by bots.

Real Proof Points

• OOH delivers mass reach and has maintained audience while all other traditional channels have been beset with audience loss and fragmentation. OOH reaches 90% of US travelers in a month, and 80% in a week (Nielsen).

• Because of its massive reach, and lower CPMs, OOH provides more exposure for ad dollars spent (PJ Solomon).

• OOH engages consumers in the real world where they live, work and play – and where they’re prone to action. 83% of OOH ad viewers report looking at the ads at least part of the time. 20% of OOH viewers report they've immediately visited a business after seeing an OOH ad, and 75% of those visitors report making a purchase. (Nielsen).

• OOH is more effective at generating retail foot traffic than mobile or mobile + desktop (Cuebiq).

• OOH drives online activation more efficiently than banner ads, TV, radio and print (Nielsen).

• OOH increases the ROI of search by 40% when added to a media plan (Benchmarketing).

• 66 percent of US travelers report taking an action on their smartphone after exposure to an OOH ad (Nielsen).

• OOH viewers are younger and more affluent than the US population, making them an attractive audience for advertisers (Nielsen).

• OOH ties for #1 in favorability in comparison to other ad channels (Morning Consult).

• OOH generates the highest levels of ad recall among major media (PJ Solomon).