IMPACT OF OOH ADVERTISING – MOBILE ACTIVATION

Actions taken by consumers after viewing any OOH media in the past year...

- Used online search to look up information about the advertiser: 35%
- Accessed a coupon or discount code: 22%
- Visited an advertiser's website: 22%
- Downloaded or used an app shown in the ad: 15%
- Snapped a photo of an ad: 14%

Source: Nielsen 2016
Base: Adults 16+