

# OOH REACHES CONSUMERS WHEN THEY ARE IN ACTIVE PURCHASE MODE



AMONG CONSUMERS WHO VIEWED ANY OOH AD IN THE PAST MONTH

21% visited RESTAURANT advertised

19% visited STORE advertised

9% ATTENDED event advertised

8% CALLED a phone number



**39%**

HAVE NOTICED DIRECTIONAL OOH ADS



**16%**

IMMEDIATELY VISITED THE BUSINESS ADVERTISED



Source: Nielsen