

INFORMED

VIEWED

ADMIRE

LIKED

EXPERIENCED

 **oohisreal.org**

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.

 **aaa**

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 ([Cuebig](#)).
- **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 ([Benchmarking](#)).
- 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](#)).