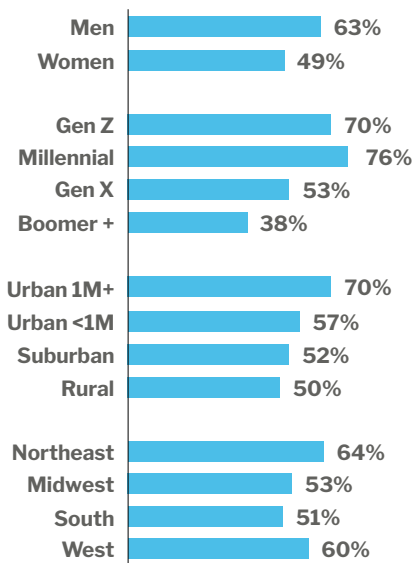


OOH Produces High Notice and Engagement for Financial Services

49% of consumers are noticing OOH ads more than one year ago

56% of consumers have recently noticed OOH ads for financial services

Notice rate among key consumer segments:



OOH financial services ad messages most likely to engage consumers

Among those interested in OOH financial services ads:



73% of those who saw a financial services OOH ad engaged

Actions taken among those who engaged:

