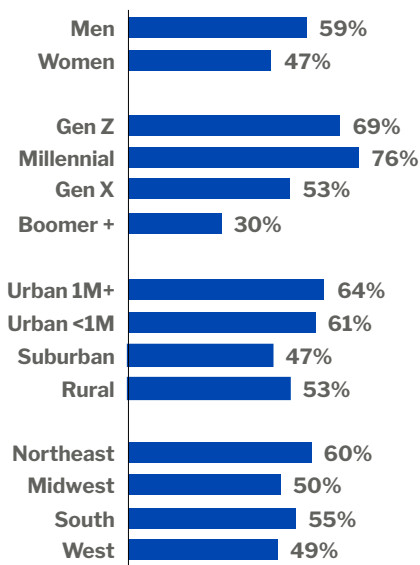


# OOH Produces High Notice and Engagement for Insurance, Agents and Brokers

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

53% of consumers have recently noticed OOH ads for insurance, agents or brokers

Notice rate among key consumer segments:



OOH insurance ad messages most likely to engage consumers

Among those interested in OOH insurance ads:



77% of those who saw an insurance OOH ad engaged

Actions taken among those who engaged:

