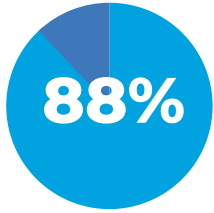


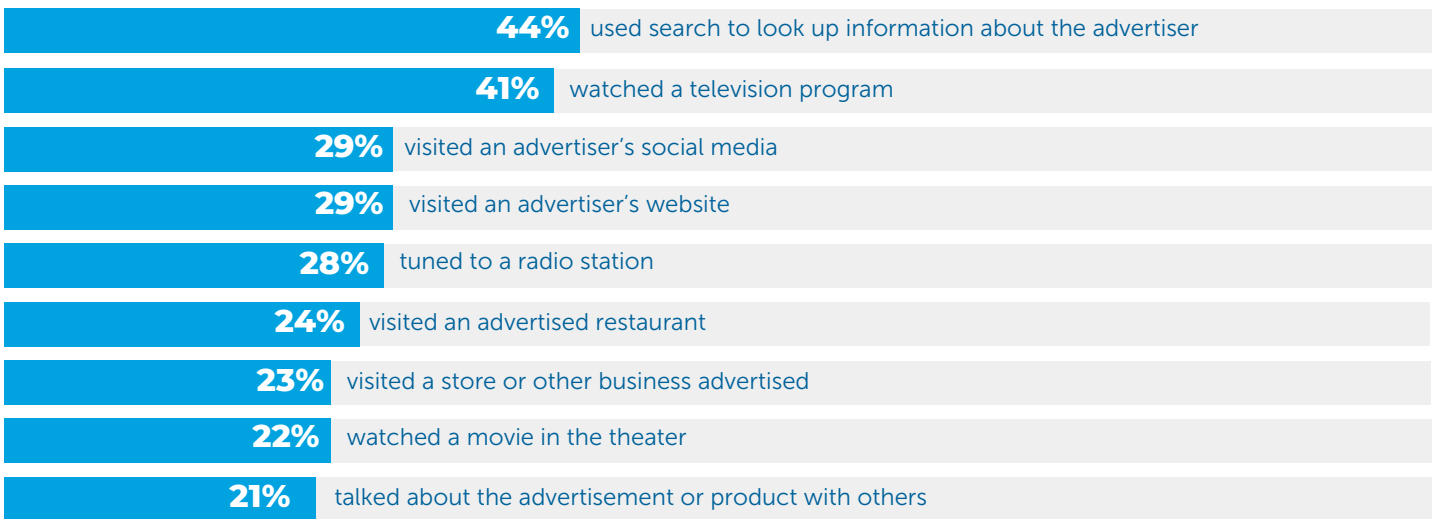


# OOH Generates High Levels of Consumer Engagement

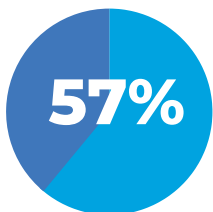


88% of US adults have noticed an OOH ad in the past month

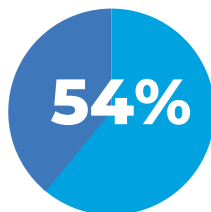
**78%** of US adults took an action after recently seeing an OOH ad including:



**76%** of US adults took an action on their mobile device after recently seeing an OOH ad including:



57% of US adults are more likely to notice OOH ads aligned with their needs



54% of US adults are more likely to notice OOH ads tailored to the consumers' location