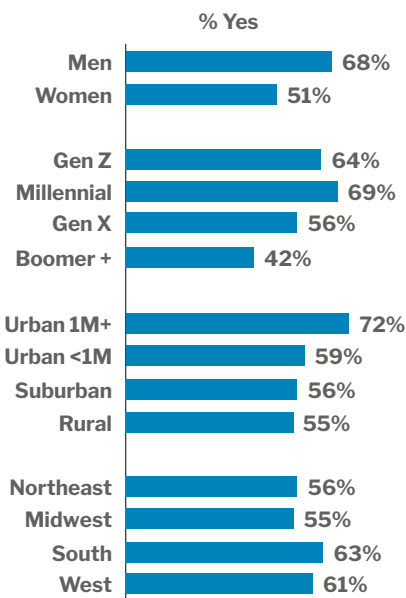




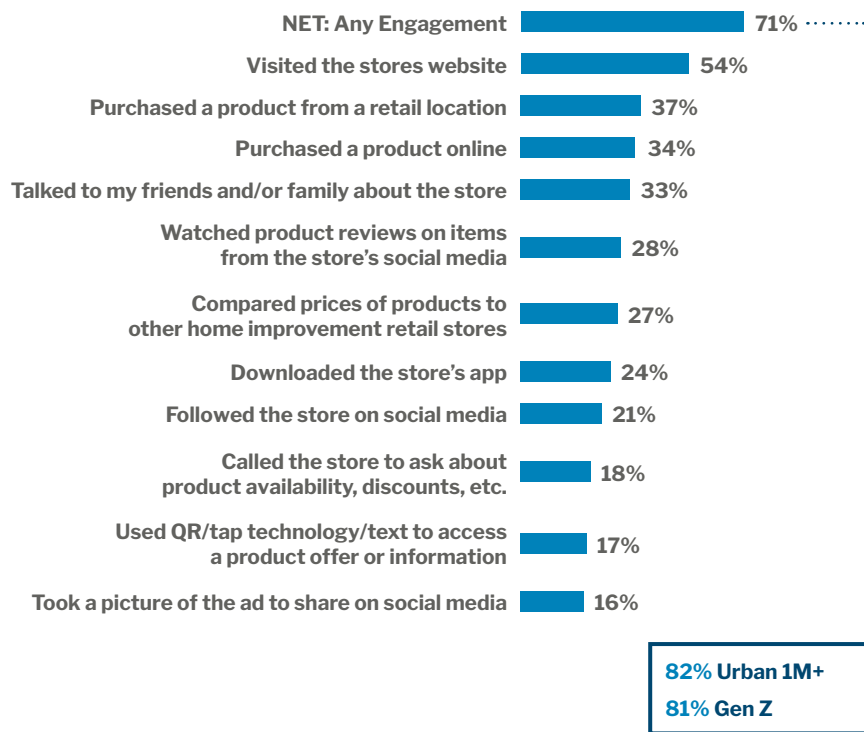
# OOH Drives Engagement for Home Improvement Stores



## About 60% of Consumers Recall Recently Seeing OOH Home Improvement Ads



## Over 70% Who Saw an OOH Home Improvement Ad Engaged



## OOH Home Improvement Ad Messages Most Likely to Engage Consumers

