



Real. Powerful. Advertising.

THE VALUE OF OOH

- Over the past decade, OOH has been the second fastest-growing ad medium in the US, and it is projected to be a top performer again in 2024.
- Top OOH advertisers include iconic US brands like Amazon, American Express, Apple, Coca-Cola, Coors, Disney, Dunkin, McDonald's, T-Mobile, and Uber.
- Almost 90% of US adults noticed an OOH ad in the last month, and nearly 80% of viewers engaged with an OOH ad in the past 60 days.
- Over three-quarters of US adults recently used their smartphone to engage with an OOH ad, and 43% of the actions were online purchases. OOH drives online activation more efficiently than TV, digital display and video, radio, and print.
- Over two-thirds (68%) of shoppers notice OOH ads on their way to retail stores, and almost half (42%) say OOH ads impact their in-store purchase decisions. Multicultural consumers are even more likely to notice OOH on their way to shop (Black: 78%, Hispanic: 76%, Asian: 73%).
- OOH viewers are younger, more diverse, and more affluent than the general US population. The highest indexing OOH audiences are adults 18 – 34, HHI of \$100K+, and Asian and Hispanic Americans.
- OOH produces higher consumer ad recall than TV, podcasts and radio, print, and online ads, because 85% of OOH viewers find the ads useful.
- OOH has higher net advertising favorability among consumers than all forms of digital media, radio, podcasts, and streaming audio, and billboards are rated more favorably than any ad medium.
- Over half of social media users report noticing OOH ads reposted on their feeds, and over 60% of TikTok, Instagram and Facebook users report noticing them.
- OOH delivers a strong revenue return on ad spend (RROAS) and drives improved brand perceptions throughout the marketing funnel. Research typically shows OOH should receive higher allocation to optimize overall media mix ROI.