DIGITAL BILLBOARD ADS

REACH MASS AUDIENCES, DRIVE CONSUMER ACTION + SALES

Digital Billboard Ads Reach Mass Audiences

79%

consumers notice digital billboard ads

Digital Billboard Ads Drive Store Traffic + Impact Consumer Purchasing

78%

notice digital billboard ads on their way to making in-store purchases **54%**

digital billboard ads impacted their in-store purchase

Digital Billboard Ads Spur High Action Rates - 78% of Viewers Act

Actions taken by recent digital billboard ad viewers in past 3 months

78% Any action (NET)
41% Watched an advertised show or program on TV
40% Visited a restaurant advertised
34% Talked about the advertisement or product with others
32% Made a purchase at a store advertised
32% Visited a store or business advertised
31% Watched an advertised movie in the theater
25% Recommended the advertised product or brand to others
Z1% Tuned to a radio station
19% Attended an advertised sporting event, festival, concert, performance, or other public event

Digital Billboard Ads Drive Mobile Device Action – 77% of Viewers Perform a Device Action

Actions taken by recent digital billboard ad viewers in past 3 months

78% Any action (NET)
47% Used online search to look up information about the advertiser
40% Visited an advertiser's website
34% Visited an advertiser's social media site
29% Downloaded or used an app shown in the advertisement
28% Watched an advertised show or program
27% Accessed a coupon, discount code, or other information using a QR code, swipe, tap or text technology
25% Ordered an advertiser's product online
18% Interacted with an advertisement such as sending a message, uploading a photo or voting
18% Called a phone number advertised
Posted about the advertisement or product on social media platform or blog



