

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%

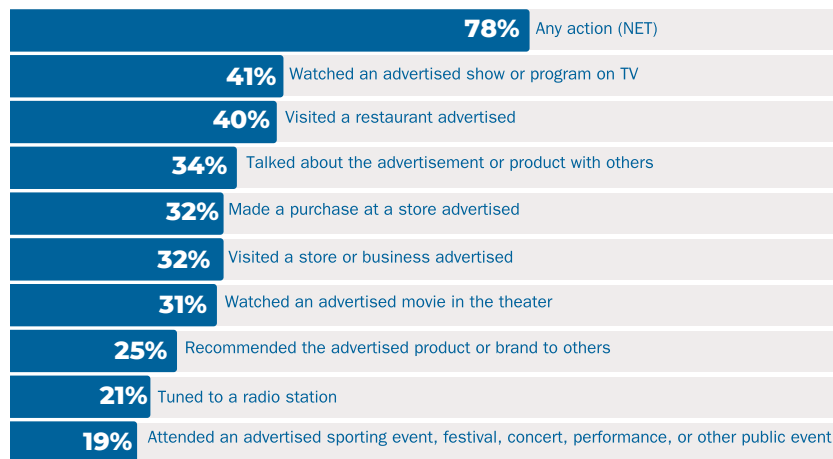
notice digital billboard ads on their way to making in-store purchases

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



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

