

# DIGITAL OOH ADVERTISING

MORE EFFECTIVE WITH CONSUMERS THAN COMPETITIVE MEDIA

## DOOH is highly effective

Among adults 18-64

**73%**



view DOOH ads favorably, significantly higher than competing ad media (video, social media, print, audio, online)

Men, Gen Z, Millennials, Urbanites in cities 1M+, and transit users rank DOOH ads with the highest favorability

## DOOH spurs high action rates

Among adults 18-64

**76%**

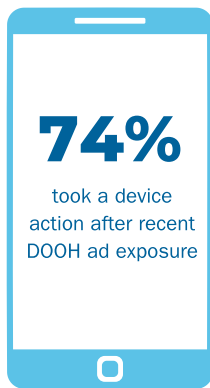
took an action based on recent DOOH ad exposure

**49%**

state DOOH ads are likely to make them take action – higher than any competing ad media

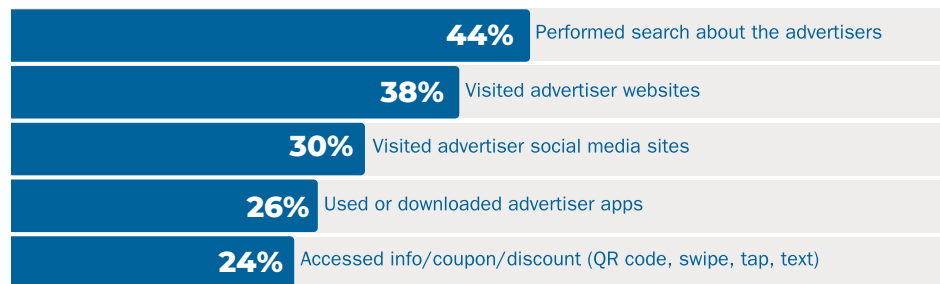


Men, Gen Z, Millennials, Urbanites in cities 1M+, and transit users are most likely to act after DOOH ad exposure



## DOOH drives mobile device engagement

Among mobile device users, adults 18-64



## DOOH drives store traffic + impacts consumer retail purchasing

Among adults 18-64

**30%**

noticed DOOH ads providing directions to a business

**51%**

who noticed directional DOOH ads visited the business

**93%**

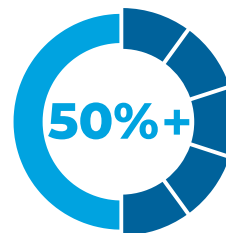
who noticed directional DOOH ads and visited the business made a purchase

**77%**

noticed DOOH ads when making purchases inside businesses

## DOOH ads most likely to generate consumer notice + action

Among adults 18-64



most likely to notice ads featuring cost savings at grocery stores and restaurants, or upcoming movie releases



are likely to share ad content they deem entertaining (creative, clever, humorous) or that features their favorite products or brands