

# DIGITAL OOH PLACE-BASED ADS

REACH MASS AUDIENCES, DRIVE CONSUMER ACTION + SALES

## Digital Place-Based Ads Reach Mass Audiences

**71%**

consumers notice  
digital place-based ads

## Digital Place-Based Ads Drive Store Traffic + Impact Consumer Purchasing

**77%**

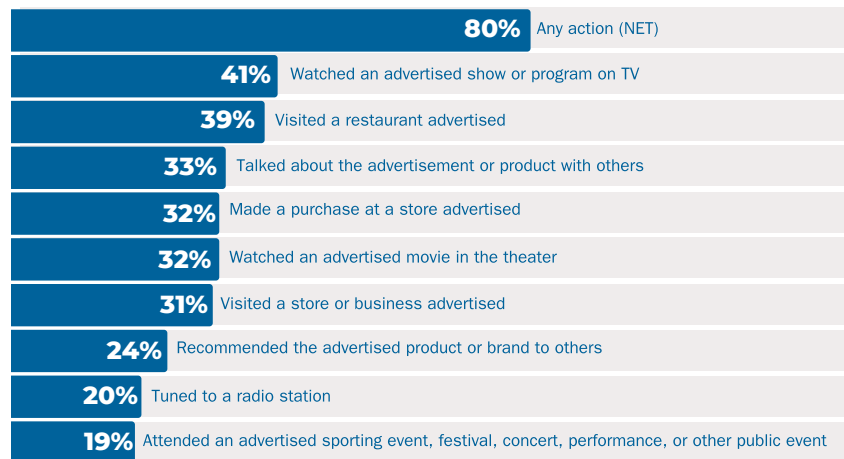
notice digital place-based  
ads on their way to making  
in-store purchases

**54%**

digital place-based ads  
impacted their  
in-store purchase

## Digital Place-Based Ads Spur High Action Rates - 80% of Viewers Act

Actions taken by recent digital place-based ad viewers in past 3 months



## Digital Place-Based Ads Drive Mobile Device Action – 78% Performed a Device Action

Actions taken by recent digital place-based ad viewers in past 3 months

