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

80% Any action (NET)
41% Watched an advertised show or program on TV
39% Visited a restaurant advertised
33% Talked about the advertisement or product with others
32% Made a purchase at a store advertised
32% Watched an advertised movie in the theater
31% Visited a store or business advertised
24% Recommended the advertised product or brand to others
20% Tuned to a radio station
19% Attended an advertised sporting event, festival, concert, performance, or other public event

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

78% Any action (NET)
47% Used online search to look up information about the advertiser
41% Visited an advertiser's website
33% Visited an advertiser's social media site
29% Downloaded or used an app shown in the advertisement
27% Watched an advertised show or program
27% Accessed a coupon, discount code, or other information using a QR code, swipe, tap or text technology
24% Ordered an advertiser's product online
18% Interacted with an advertisement such as sending a message, uploading a photo or voting
Called a phone number advertised
15% Posted about the advertisement or product on social media platform or blog



Source: OAAA, The Harris Poll. Methodoloy: Conducted online within the US by The Harris Poll from April 2 – 9, 2024 among 1,023 US adults 18 - 64, weighted to reflect the US population across age, gender, race/ethnicity, region, income, household size, and employment. "The Effectiveness of Digital OOH Advertising" study was sponsored by The Foundation for Out of Home Advertising Research and Education (FOARE), a 501 (c) (3) not for profit, charitable organization.