DIGITAL OOH STREET LEVEL ADS

REACH MASS AUDIENCES, DRIVE CONSUMER ACTION + SALES

Digital Street Level Ads Reach Mass Audiences

> 65% consumers notice digital street level ads

Digital Street Level Ads Drive Store Traffic + Impact Consumer Purchasing

63% notice digital street level ads on their way to making in-store purchases

digital street Level ads impacted their

in-store purchase

Digital Street Level Ads Spur High Action Rates - 86% of Viewers Act

Actions taken by recent digital street level ad viewers in past 3 months

86% Any action (NET)
46% Watched an advertised show or program on TV
45% Visited a restaurant advertised
39% Talked about the advertisement or product with others
37% Made a purchase at a store advertised
36% Watched an advertised movie in the theater
34% Visited a store or business advertised
29% Recommended the advertised product or brand to others
23% Tuned to a radio station
22% Attended an advertised sporting event, festival, concert, performance, or other public event

Digital Street Level Ads Drive Mobile Device Action – 84% Performed a Device Action

Actions taken by recent digital street level ad viewers in past 3 months

84% Any action (NET)
48% Used online search to look up information about the advertiser
43% Visited an advertiser's website
37% Visited an advertiser's social media site
33% Downloaded or used an app shown in the advertisement
32% Watched an advertised show or program
30% Ordered an advertiser's product online
29% Accessed a coupon, discount code, or other information using a QR code, swipe, tap or text technology
22% Interacted with an advertisement such as sending a message, uploading a photo or voting
19% Called a phone number advertised
18% Posted about the advertisement or product on social media platform or blog

