### **DIGITAL OOH TRANSIT ADS**

**REACH MASS AUDIENCES, DRIVE CONSUMER ACTION + SALES** 

## Digital Transit Ads Reach Mass Audiences

58%

consumers notice digital transit ads

# Digital Transit Ads Drive Store Traffic + Impact Consumer Purchasing

**65%** 

notice digital transit ads on their way to making in-store purchases 43%

digital transit ads impacted their in-store purchase

#### Digital Transit Ads Spur High Action Rates - 85% of Viewers Act

Actions taken by recent digital transit ad viewers in past 3 months

85% Any action (NET)
43% Watched an advertised show or program on TV
43% Visited a restaurant advertised
37% Made a purchase at a store advertised
35% Talked about the advertisement or product with others
35% Visited a store or business advertised
34% Watched an advertised movie in the theater
28% Recommended the advertised product or brand to others
22% Tuned to a radio station
21% Attended an advertised sporting event, festival, concert, performance, or other public event

### Digital Transit Ads Drive Mobile Device Action – 84% Performed a Device Action

Actions taken by recent digital transit ad viewers in past 3 months

84% Any action (NET)
47% Used online search to look up information about the advertiser
Visited an advertiser's website
35% Visited an advertiser's social media site
Downloaded or used an app shown in the advertisement
30% Accessed a coupon, discount code, or other information using a QR code, swipe, tap or text technology
29% Watched an advertised show or program
28% Ordered an advertiser's product online
21% Interacted with an advertisement such as sending a message, uploading a photo or voting
18% Called a phone number advertised
18% Posted about the advertisement or product on social media platform or blog



