

# 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%**

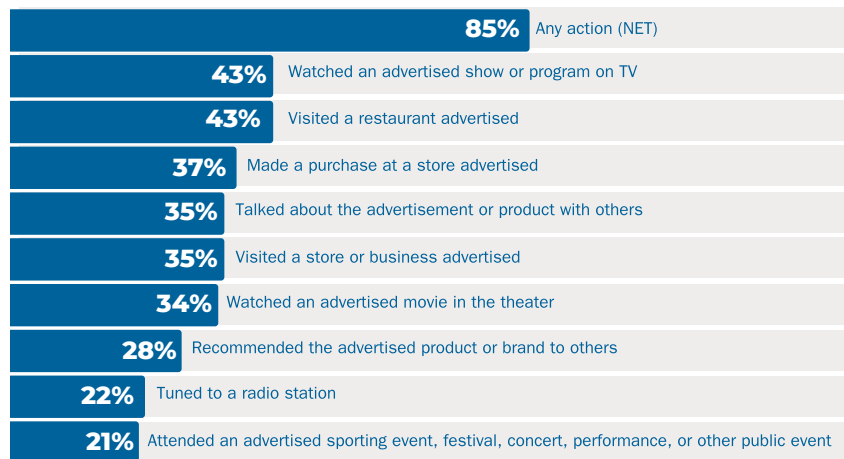
notice digital transit ads on their way to making in-store purchases

**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



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

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

