

OOH Drives Consumer Engagement with Social Media



- OOH ads with social media elements generate higher influence with Adults
- Highest influence is among Urban, Black, Hispanic and Younger Audiences

67%

Report seeing OOH ads using social media elements

52%

OOH ads with social media elements increase likelihood of online brand engagement

48%

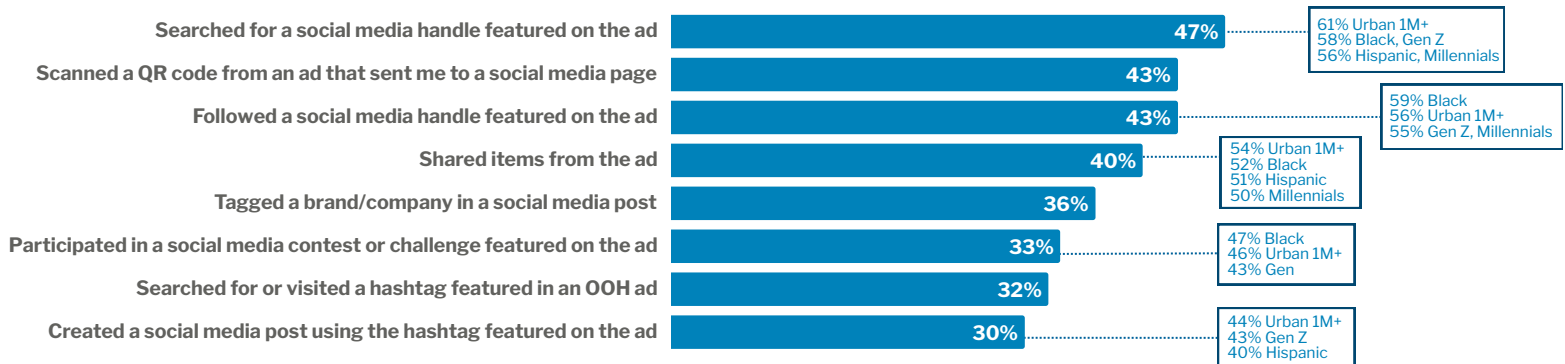
OOH ads influence decisions about whether to follow brands on social media

45%

OOH ads influence social media behavior

Social Media Actions Taken After Seeing OOH Ad

% Yes, I've done this



Reasons For Sharing OOH Ads on Social Media

Among those who have shared an OOH ad on social media

