



Real. Powerful. Advertising.

THE VALUE OF OOH

- One of the fastest-growing ad channels the past four years, OOH is projected to be a top performer again in 2025.
- Top OOH advertisers: Apple, McDonald's, Amazon, Coca-Cola, Verizon, Disney, Morgan & Morgan, Hotels.com, Google and Samsung.
- Almost 90% of US adults noticed an OOH ad in the last month, and nearly 80% of viewers engaged with an OOH ad in the past 60 days.
- Over three-quarters of US adults recently used their smartphone to engage with an OOH ad. Over half of the consumer actions generated were search and 43% were online purchases. OOH drives online activation more efficiently than TV, digital display and video, radio, and print.
- 68% of shoppers notice OOH ads on their way to retail stores, and 42% say OOH ads impact their in-store purchase decisions. Multicultural consumers are even more likely to notice OOH on their way to shop (Black: 78%, Hispanic: 76%, Asian: 73%).
- OOH viewers are younger, more diverse, and more affluent than the general US population. The highest indexing OOH audiences are adults 18 – 34, HHI of \$100K+, and Asian and Hispanic Americans.
- OOH's massive reach provides brands with the high-value, efficient CPMs. Mass reach and the fact that 85% of viewers find OOH ads useful is why OOH produces higher consumer ad recall than TV, podcasts and radio, print, and online ads.
- OOH has higher net advertising favorability among consumers than all forms of digital media, radio, podcasts, and streaming audio, and billboards are rated more favorably than any ad medium.
- Over half of social media users report noticing OOH ads reposted on their feeds, and over 60% of TikTok, Instagram and Facebook users report noticing them.
- OOH delivers a strong revenue return on ad spend (RROAS) and drives improved brand perceptions throughout the marketing funnel. Research shows brands can significantly improve overall media mix ROI with no budget increase simply by reallocating share to OOH from overspent channels, typically digital and TV.