

5 things to know about...

OUT-OF-HOME ADVERTISING



FOR EVERY
\$1.00
SPENT

AN AVERAGE OF

\$5.97

IS GENERATED IN SALES



people are
17%
more likely
to respond to an
OOH CAMPAIGN
on their mobile



INTEGRATING
mobile data into
OOH planning
boosts unprompted
ad awareness by

200%

Source: OAAA,
MAGNA Intelligence,
Nielsen