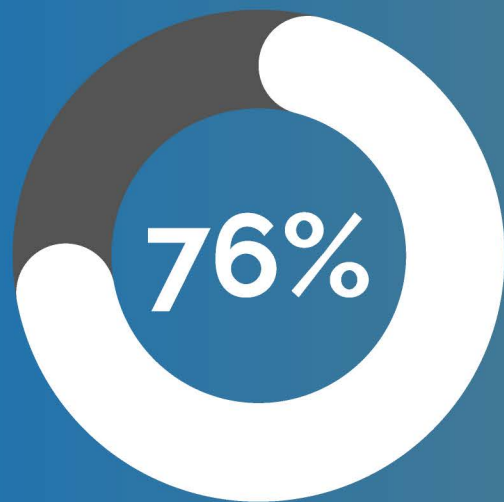


OUT OF HOME | BY THE NUMBERS



76% of US Adults **have taken action on their mobile device after seeing an OOH ad**



44% of US Adults **searched for information about an advertiser after seeing an OOH ad**



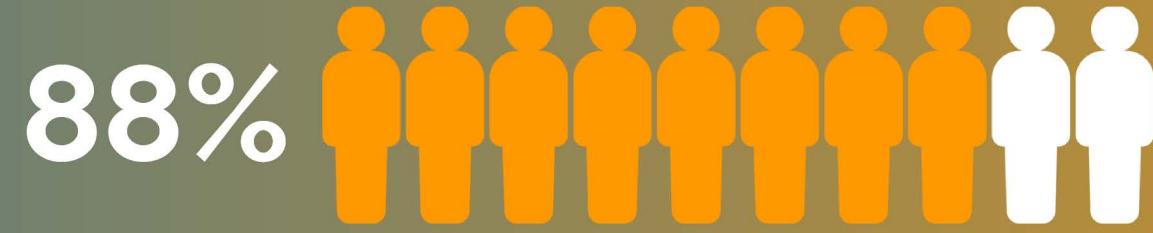
61% of US Adults **view OOH favorably**, higher than any other media



42% of US Adults say **OOH influences in-store shopping decisions**



OOH **generates some of the highest average recall rates** - approx. **63%**. Second only to podcasts.



88% of US Adults **have seen OOH in the last 30 days**

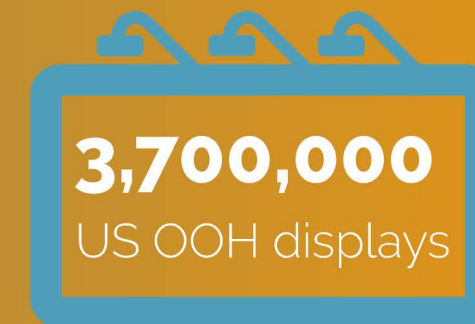


85% of people **leave their homes daily**

77% of US adults **commute to work at least part-time**



People drive over **22 miles per day** on average



2,838,898 static
875,838 digital

86% of DOOH is place based



OOH produces **80B impressions a week**

OOH has one of the lowest **CPMs** of all major media at just over **\$5**



Static bulletins produce impressions per week **≈ 31B**

Static shelters produce impressions per week **≈ 4.38B**

Bus exteriors produce impressions per week **≈ 273M**

OOH **boosts the ROI of search** by over **40%**



OOH **boosts the effectiveness of TV** by **35%**



OOH **lifts digital performance** by **18%**

