



OOH: A Critical Complement to Digital

*Digital media consumption grew during the COVID-19 pandemic, but now faces challenges due to screen fatigue and consumer skepticism. However, by including out-of-home media – the consumer awareness of which has increased to **70%** during the pandemic – in a brand's media mix, brands can improve the efficacy of digital marketing campaigns.*

Challenges to Digital Media:

- **74% of consumers are concerned with privacy** and use of personal information and online behavior for ad targeting
 - 57% say data security is a top concern (*Fleishman Hilliard, June 2021*)
- **62% of consumers frequently skip online ads** due to digital burnout
- 39% of consumers are actively trying to spend less time in front of screens

How OOH Can Help:

- **58% of Americans consider OOH to be the most trustworthy ad medium** (*Harris Poll, 2021*)
 - As a “one-to-many” medium, OOH is a brand-safe option
- OOH is the best primer for all things digital
 - **Click-through rates are 3x higher** when mobile ads are delivered in conjunction with OOH ads
 - **66% of consumers take some form of mobile action** after seeing an OOH ad (*Nielsen, 2021*)
 - 43% visited the advertiser’s website
 - 39% searched online for more info
 - 28% downloaded an app (46% among Gen Z and 38% among Millennials) (*Harris Poll November 2021*)
 - Widespread adoption of QR codes gives OOH new opportunities to direct action, especially with shoppable media such as TikTok, Instagram and Pinterest
 - 61% of consumers are likely to purchase from social media platforms in the future (*Kantar 2022*)
 - 87% of Gen Z shoppers said social media influences purchase decisions
 - **OOH media drives 4x more social activations per dollar** than any other medium (*Nielsen, 2017*)
- Advertising Research Foundation studied 5,000 ad campaigns and found that **the most effective media mix for ROI is: 78% traditional** advertising, **22% digital** marketing
 - OOH ultimately optimizes digital media by driving people online