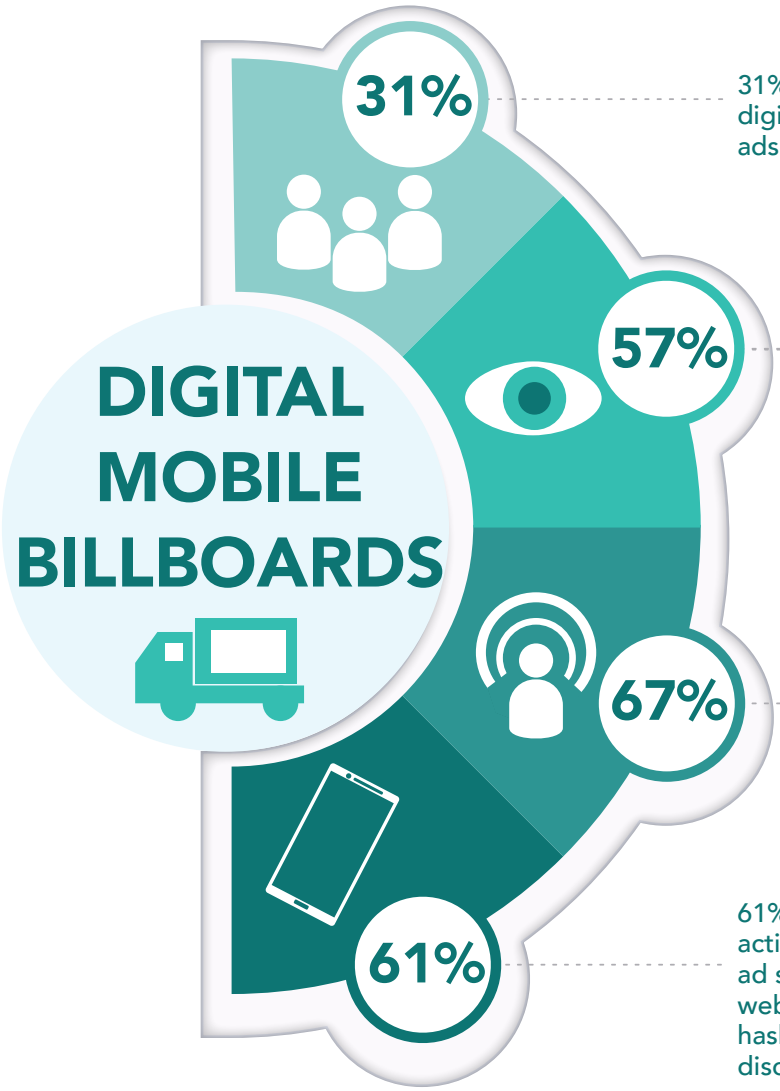
Digital Mobile Billboards Engage Consumers and Drive Action

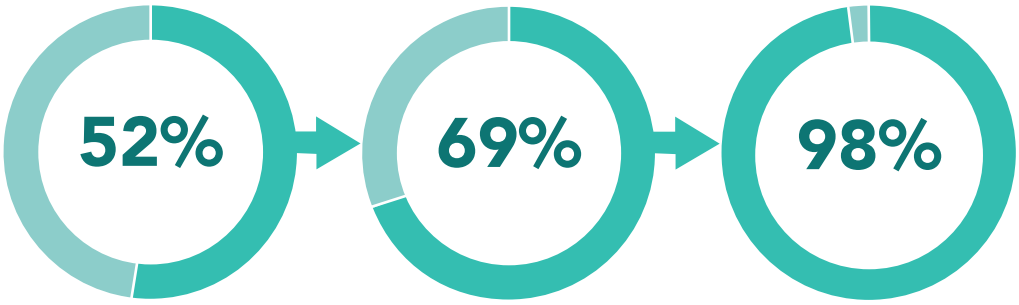


31% of consumers noticed digital mobile billboard ads in the past month.

57% of digital billboard viewers notice them "all" or "most" of the time.

67% of viewers engaged in actions after seeing a digital mobile billboard ad such as searching for an advertiser or visiting their website, visiting the store or restaurant, and visiting or posting to social media.

61% of viewers engaged in mobile device actions after seeing a digital mobile billboard ad such as searched for/visited an advertiser website, scanned QR code or used SMS/URL/hashtag, downloaded/used app, accessed discount offer, or made a purchase.



Noticed DIGITAL MOBILE BILLBOARD ads that gave **directions** to a business

Immediately visited a business after exposure to a **DIGITAL MOBILE BILLBOARD** ad

Made a purchase after visiting the business

aaa
Out of Home Advertising Association of America

nielsen

Source: Nielsen conducted 453 online surveys among U.S. residents age 16 or older in the top 30 markets, between February 24th to March 4th, 2020.