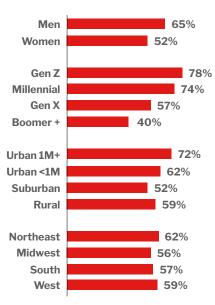
OOH Produces High Notice and Engagement for Healthcare

49% of consumers are noticing OOH ads more than one year ago

58% of consumers have recently noticed OOH ads for healthcare Notice rate among key consumer segments:



OOH healthcare ad messages most likely to engage consumers

Among those interested in OOH healthcare ads:



76% of those who saw a healthcare OOH ad engaged

Actions taken among those who engaged:

Searched for the product, company, or facility online 46% Urban 1M+ Asked friends or family if they know about the product, company, or facility online Visited the product, company, or facility's website Asked my doctor or other HC provider about the product, company, or facilities Shared by word-of-mouth information about the product, company, or facility Engaged with the offering, company, or facility 23% 33% Urban <1M Contacted the company or facility

30% Gen Z

26% Millennials

24% Men

23% Gen Z

Followed the product, company, or facility on social media

22%

21%

Downloaded an app 19%

Took a picture of the ad to share on social media

51% Rural 48% Boomer+

> 25% Gen Z 24% Millennials



