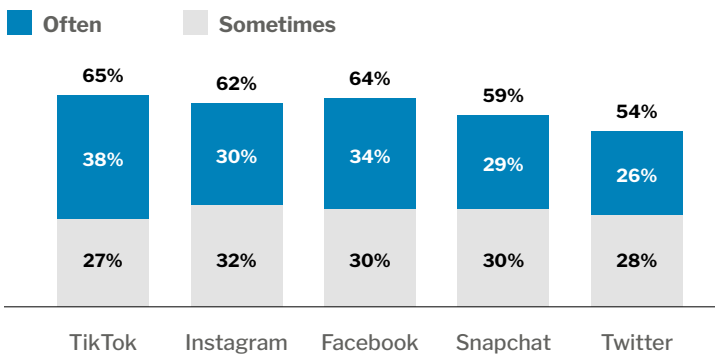


OOH Drives Social Media Engagement – Delivers Earned Impressions

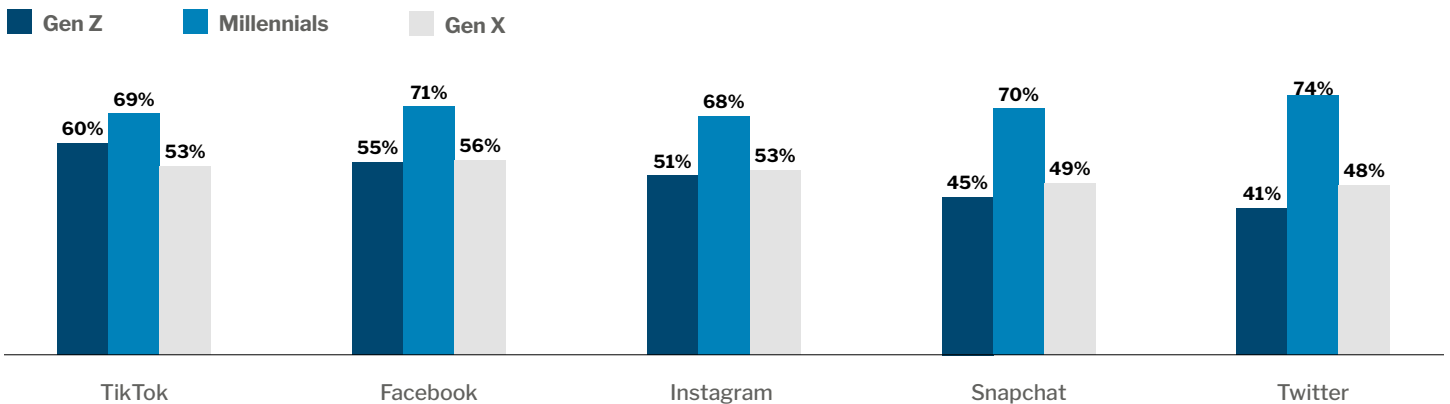
Over Half of Social Media Users Notice OOH Ads Reposted on Platforms

Notice rate among users of each social media platform



Younger Consumers: Highly Likely to Repost OOH Ads

% likely to repost among users of each social media platform



75% of Users Who Saw OOH Ads Reposted on Social Media Engaged

Action taken among users who engaged with OOH ads reposted on platforms

