



ANATOMY  
OF OOH

# OOH works at every stage of the funnel

August 2022

OMA **MOVE**  
Measurement of Outdoor Visibility and Exposure





# Where is Out of Home in the sales funnel?

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According to a study by the Outdoor Advertising Association of America (OAAA) done in May this year, Out of Home (OOH) while remaining at the top of the funnel for High Impact is also moving down the funnel, driving action and spurring purchases.

In this month's Anatomy of OOH, we dig into the study to see how OOH and Online work together to increase ROI.

Source: OAAA Comscore Online Activation Study, May 2022

# OOH drives online search

41%

of people who see an OOH ad will use a search engine to gain more information about the product or service.

Source: OAAA Comscore Online Activation Study, May 2022





# OOH helps activate online video viewing

30%

of people searched for a video after seeing an OOH ad.

Source: OAAA Comscore Online Activation Study, May 2022

# OOH drives website traffic

# 28%

of people visited a website after seeing an OOH ad.

Source: OAAA Comscore Online Activation Study, May 2022





# OOH drives online sales

20%

of people exposed to an OOH ad make a purchase online.

Source: OAAA Comscore Online Activation Study, May 2022

The logo features the letters 'O', 'M', and 'A' stacked vertically within a white square on the left. To the right of this square, the word 'MOVE' is written in a large, bold, white, sans-serif font.

Measurement of Outdoor Visibility and Exposure

More research and insights may be found at  
[Anatomy of Out of Home](#)