



ANATOMY
OF OOH

OOH + MOBILE = RESULTS

January 2019

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure





FAST FACT:

**MORE BRAND ACTIONS
ARE TAKEN ON MOBILES
WHEN OOH IS PRESENT**



A UK study shows that including OOH drives mobile brand actions

-OOH converts advertising into behaviour

+38% uplift in smartphone brand actions*

-OOH drives direct engagement with brands

66% of smartphone actions are a direct interaction with the brand

*among the top 20 best performing campaigns within the study

Source: Outsmart OutPerform study, click [here](#) for more details and downloads

2 MINUTES



USE THAT TIME TO GO
ON TOP OF YOUR MOBILE
WITH THE NEW ANZ A

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

FAST FACT:

STORE VISITS INCREASE WHEN MOBILE AND OOH ADVERTISING ARE COMBINED

An IAB case study shows that the highest results were achieved when the audience was exposed to both mobile and OOH advertising



127%

lift from those exposed to both DOOH + mobile



“To increase sales of gaming consoles and drive visits to electronics retailers, the client activated DOOH within five miles of select retailers. In addition, they layered in mobile retargeting to consumers who passed the OOH units or who were seen at any of four key retailers, where the gaming console was sold.”



69%

lift in store visits from DOOH alone



46%

increase in store visits from mobile alone



“An online delivery service used OOH to cut through the noise and reach hungry consumers with creative posted on New York’s streets and subways. Within one week, the campaign had 1.1 million earned social impressions on Twitter alone.”

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

FAST FACT:

APP DOWNLOADS INCREASED BECAUSE OF OOH

An IAB case study proves how an online service uses OOH to cut through the noise

9%

increase in brand awareness attributed to OOH

10%

increase in app usage attributed to OOH



For more OOH and mobile info, check out
this earlier MOVE [Anatomy of Out of Home](#)
or the IAB [web page](#)