

OMA MOVE

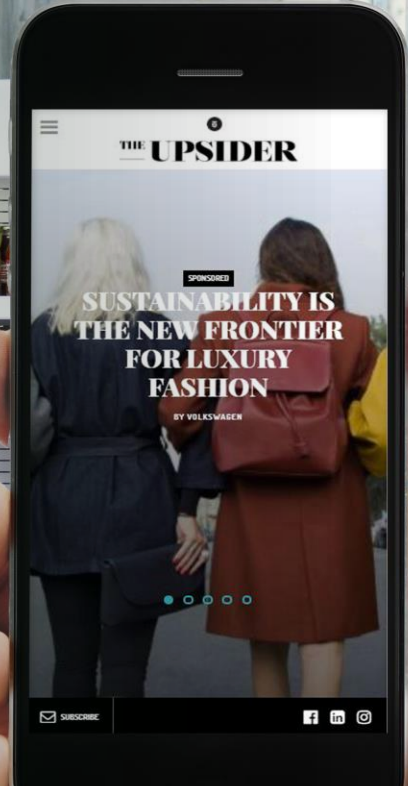
Measurement of Outdoor Visibility and Exposure

OUT OF HOME DRIVES ONLINE

JUNE 2018



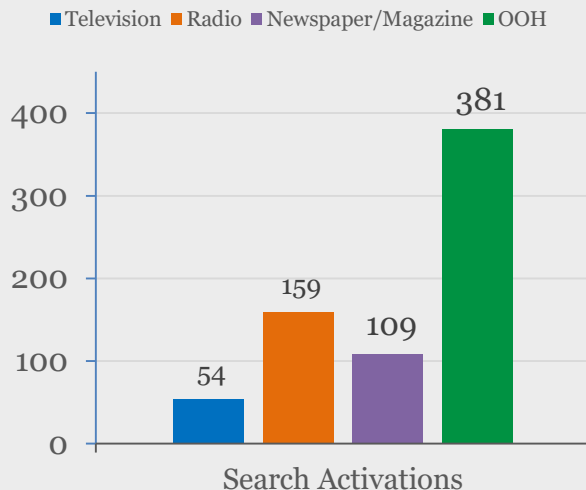
ANATOMY
OF OOH



OUT OF HOME (OOH) DRIVES SEARCH ACTIVATIONS

OOH delivers substantially more online activity per ad dollar spent compared to other offline media

Search Activation Index by Media



*“OOH advertising indexes for search activations at nearly four times the rate we would expect given its relative ad spend. In this example, OOH accounts for 26% of search activations but only 7% of the media ad spend; therefore OOH’s search activation index is 381.”
-Nielsen*

Activation: an online behavior prompted by an advertisement; may include use of a search engine, page visit/posts on Facebook or posts on Twitter.

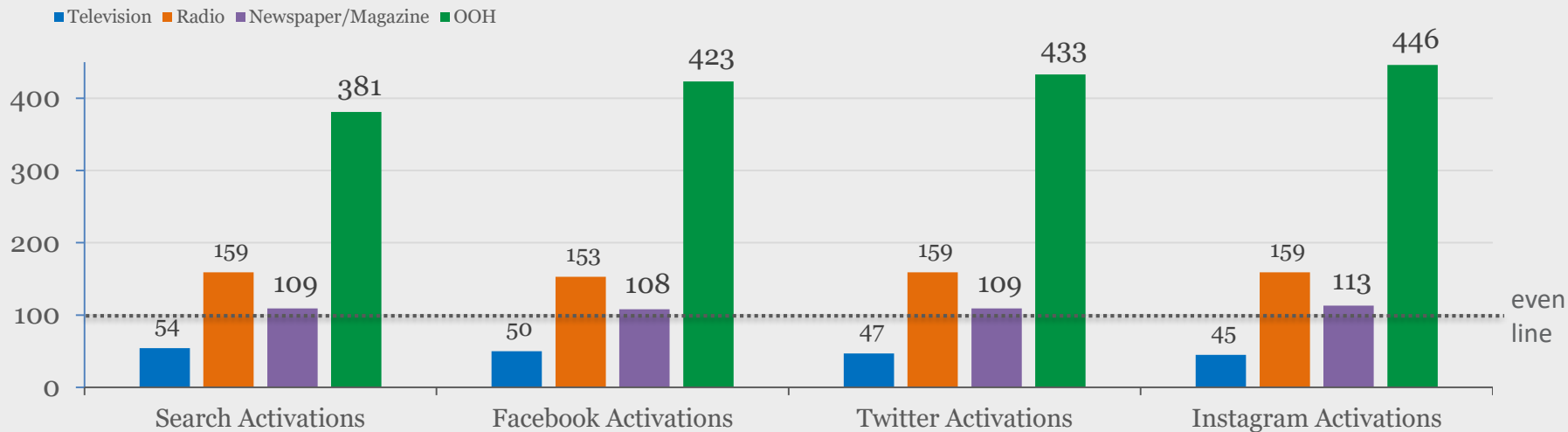
Source: Nielsen OOH Online Activation Survey Conducted March 20–30, 2017 on US adults.

Click [here](#) to read the study.

OOH DRIVES ONLINE INTERACTIONS

OOH over indexes for search and social media

Activation Index across other online channel, by media



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Source: Nielsen OOH Online Activation Survey Conducted March 20–30, 2017 on US adults.
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