



Digital out-of-home advertising, also known as outdoor advertising, brings your message to life beyond the walls of your home. From eye-catching billboards and vibrant wallscapes to dynamic posters, this form of advertising ensures your brand makes an impact while people are on the move.

- The DOOH market was valued at \$41.06 billion in 2020 and is set to grow significantly to \$50.42 billion by 2026.
- DOOH led the overall growth of out-of-home (OOH) advertising in 2021, and the segment jumped 22.7% compared to 2020.
- 98% of consumers have visited a DOOH venue type in the last 30 days (And 74% of those people specifically mentioned going to the grocery store).
- 69% of viewers took some sort of action after seeing a digital street-level ad. Actions included searching for an advertiser online, visiting their business in person, or posting to social media.

Digital out of home media partners:

