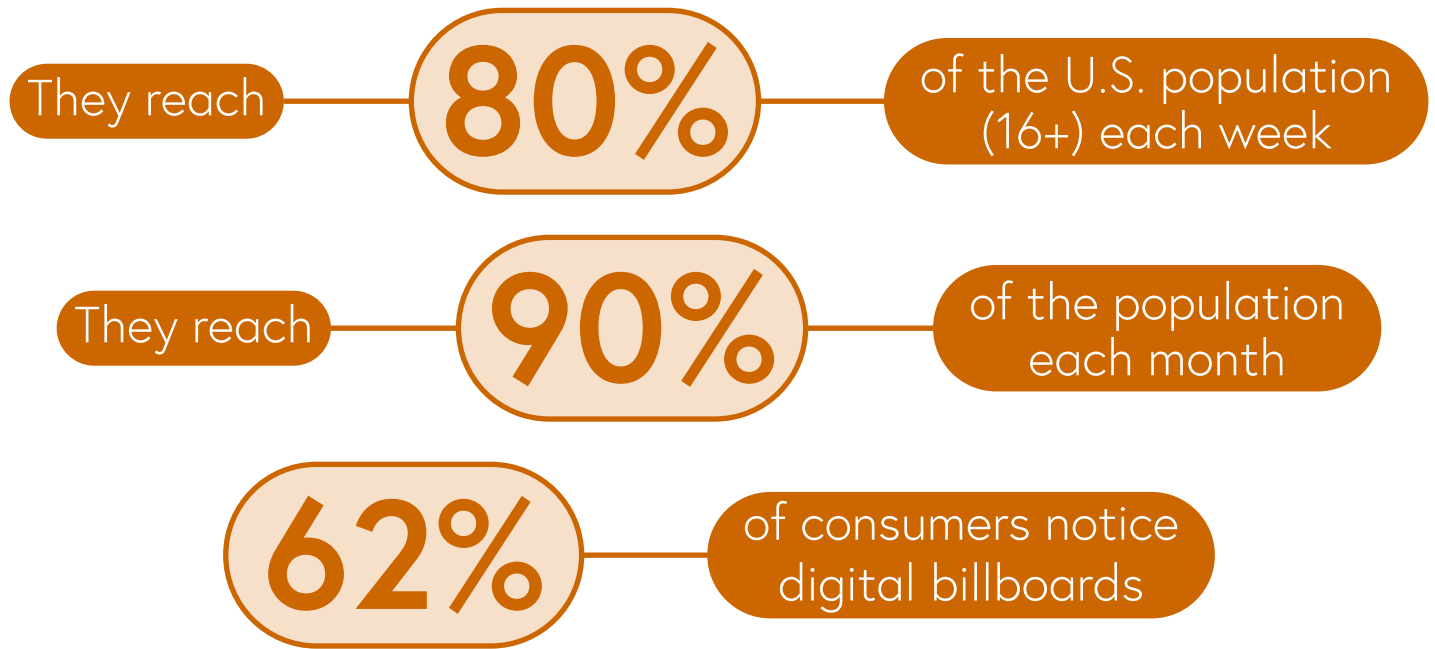




# Digital --- Billboard --- Guide

# Why Advertise on Digital Billboards?







# Consumers take action

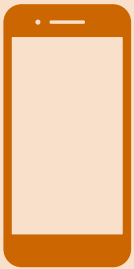
65%

of viewers visit the advertiser's website, physical store or social media account after seeing a digital billboard

66%

of viewers say digital billboards encourages them to search online

# Boost the effectiveness of other advertising channels



Mobile ad campaigns are more effective by

**316%**



Social media is more effective by

**212%**



Radio ads are more effective by

**45%**



TV campaigns are more effective by

**18%**



Paid search ads more effective by

**80%**



# Boost Credibility & Loyalty

106%

increase in perception  
of brand quality

275%

greater customer loyalty

## Reach Younger Audiences

Adults 18-34 are  
most heavily engaged  
with billboards

# BEST PRACTICES

Keep it **simple**  
The **fewer** words the better  
Use bold, **contrasting** colors  
Use large, **bold** fonts





# Budget

Plan and budget in 6-month increments

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Saturate your audience and repeat your ad

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Focus on corridors where your audience travels