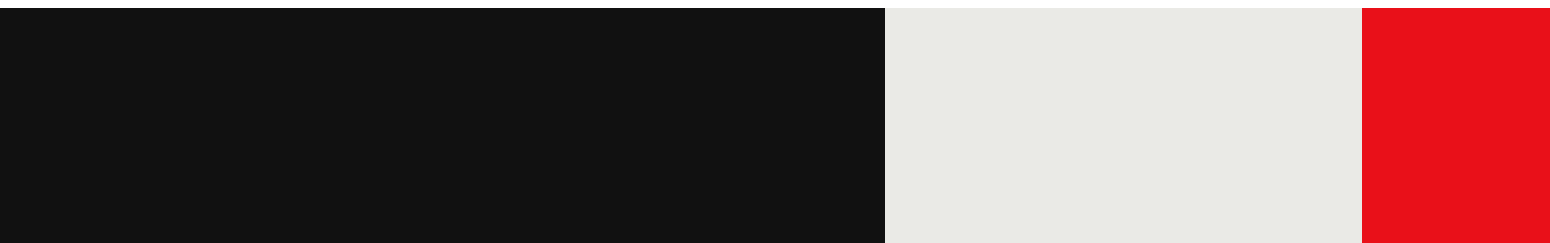



# DOOH ads drive action from 76% of people who view them

Article



“Out-of-home’s beauty is its proximity,” said Steve Nicklin, senior vice president of marketing and analytics at the Out of Home Advertising Association (OAAA). “We’re also intercepting consumers when they’re most likely to act.”

- 76% of recent digital out-of-home (DOOH) viewers took action after seeing an ad, such as watching a video (38%), visiting a restaurant (36%), purchasing in-store (30%), word-of-mouth conversations (30%), and visiting a store (29%), according to a study from the OAAA and The Harris Poll.
- Those in-person actions are vital because 83.7% of US retail spending happens in stores, per our forecast.

Don't forget **mobile** in your DOOH plans. "Out-of-home is big screens driving consumers to small screens," said Nicklin. Indeed, 74% of mobile device users took action on their phones after seeing a DOOH ad, according to the study.

"What those devices also really open up and allow is **measurement** of audience movement and patterns," Nicklin said. **Technologies** that analyze movement patterns and engagement can not only prove to marketers that their DOOH ads are effective, they can also inform real-time changes to ad creative based on factors like weather and time of day.

As mobile plays a bigger role in DOOH, expect more innovation in AR and QR codes, said Nicklin. He pointed to a 2023 activation from [Google that used AR technology to allow users to play Space Invaders](#) around their cities. These innovations will marry DOOH and mobile, allowing for improved targeting and engagement.

Some 73% of US consumers view DOOH ads favorably, according to the OAAA study. As [ad fatigue weighs on consumers](#) from an influx of messaging everywhere from **connected TV** to **email** to text messages, marketers need to diversify their ad formats. One space ripe for investment is DOOH, where consumers expect to see ads and are ready to take action.

DOOH ads were more favorable than ads on TV/video (50%), social media (48%), online (37%), audio (32%), and print (31%), according to the OAAA and The Harris Poll study.

- That's good news for DOOH, where US ad spend will increase by 11.2% to reach \$3.20 billion this year, per our forecast.
- 38% of US marketing decision-makers will increase DOOH spend in 2024, per a study from the Interactive Advertising Bureau and Advertiser Perceptions.

*This was originally featured in the **EMARKETER Daily** newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*