

# OUTFRONT

IMPACT WHERE IT MATTERS.

**WE LEVERAGE THE POWER OF TECHNOLOGY, LOCATION AND CREATIVITY TO DRIVE IMPACTFUL ENGAGEMENTS BETWEEN BRANDS AND AUDIENCES AS THEY LIVE THEIR LIVES.**

**TECHNOLOGY:** We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research and real time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

**LOCATION:** With over 500K canvases & presence in highly trafficked transit hubs, we have national breath with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (75% of US population reached each week), with targeted messaging by market or demographic, delivered at a high frequency (20+ times a day).

**CREATIVITY:** Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best inventory in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Our location based media provides unmatched contextual relevance to your target audience.



## MEDIA AMPLIFICATION

**+ 40%**

### Search

When OOH is added to the media mix, it increases search's return on ad spend by 40%.

**4X**

### Social

OOH drives nearly 4x more social activations, per ad dollar spent, than any other media. Plus, 1 in 4 Americans have posted OOH to Instagram.

**+ 48%**

### Mobile

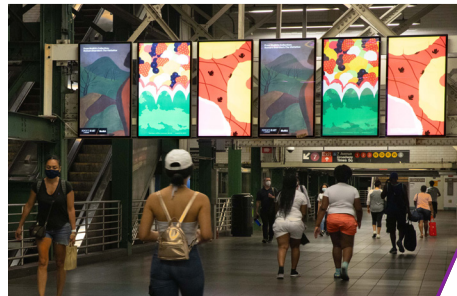
Consumers are 48% more likely to engage with a mobile ad after being exposed to the same ad on OOH first.

## INTELLIGENT OOH



### Dynamic Capabilities

With data triggers, AR, and day-parting, brands are delivering relevant messaging to the right audiences across our 4K digital units.



### Liveboard Focus

We are transforming transit and public environments nationwide with our proprietary Liveboard display technology, earning commuters' attention. Current deployments in MTA, MBTA, BART & WMATA.

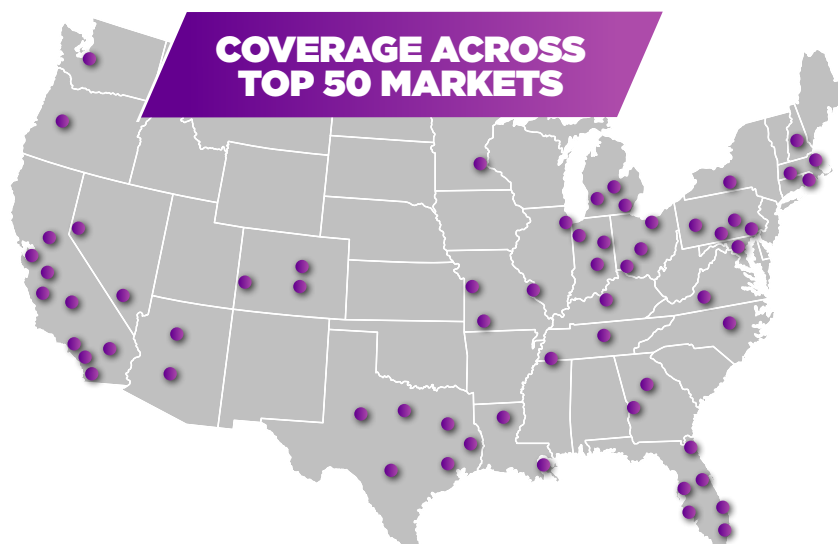


### Cultural Relevance

The confluence and flexibility of screens has never been stronger. Your message will stretch cross platform: from OOH, to mobile, to social, to press.

# THE UNITED STATES OF AUDIENCES

**WE UNDERSTAND THAT TO BRANDS, AUDIENCES ARE EVERYTHING. WE PROVIDE AN INTEGRATED AND TARGETED PLATFORM TO CONNECT BRANDS TO THEIR DESIRED AUDIENCES, AS THEY LIVE THEIR LIVES.**



## PRODUCTS AVAILABLE

### Billboards

- Bulletins
- Wallscapes
- Posters

### Transit

- Bus (Exterior & Interior)
- Rail (Exterior & Interior)
- Subway
- Liveboards

### Street Furniture

- Shelters
- Metro Lights
- Bike Share
- Kiosks
- Urban Panels
- Benches/Phone

### Specialty

- Lifestyle Centers
- Airports
- Iconic Locations

### Mobile Network

- Proximity
- Retargeting
- Behavioral & Brand Targeting
- Transit Audiences
- Video Display

### Social Products

- Social Monitoring Tool
- Social Integration (Apps & Codes)
- Social Influencers