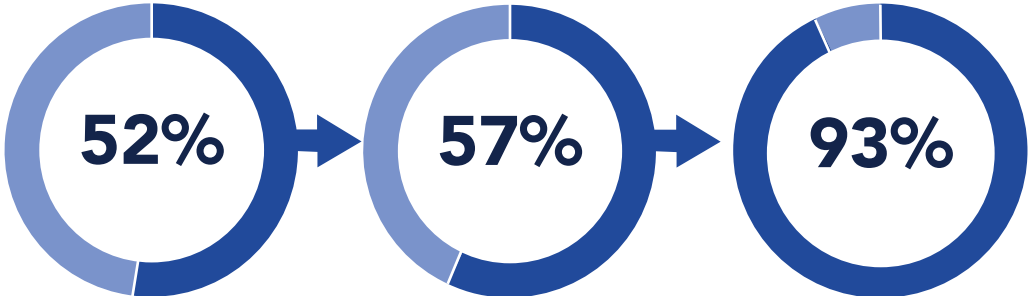
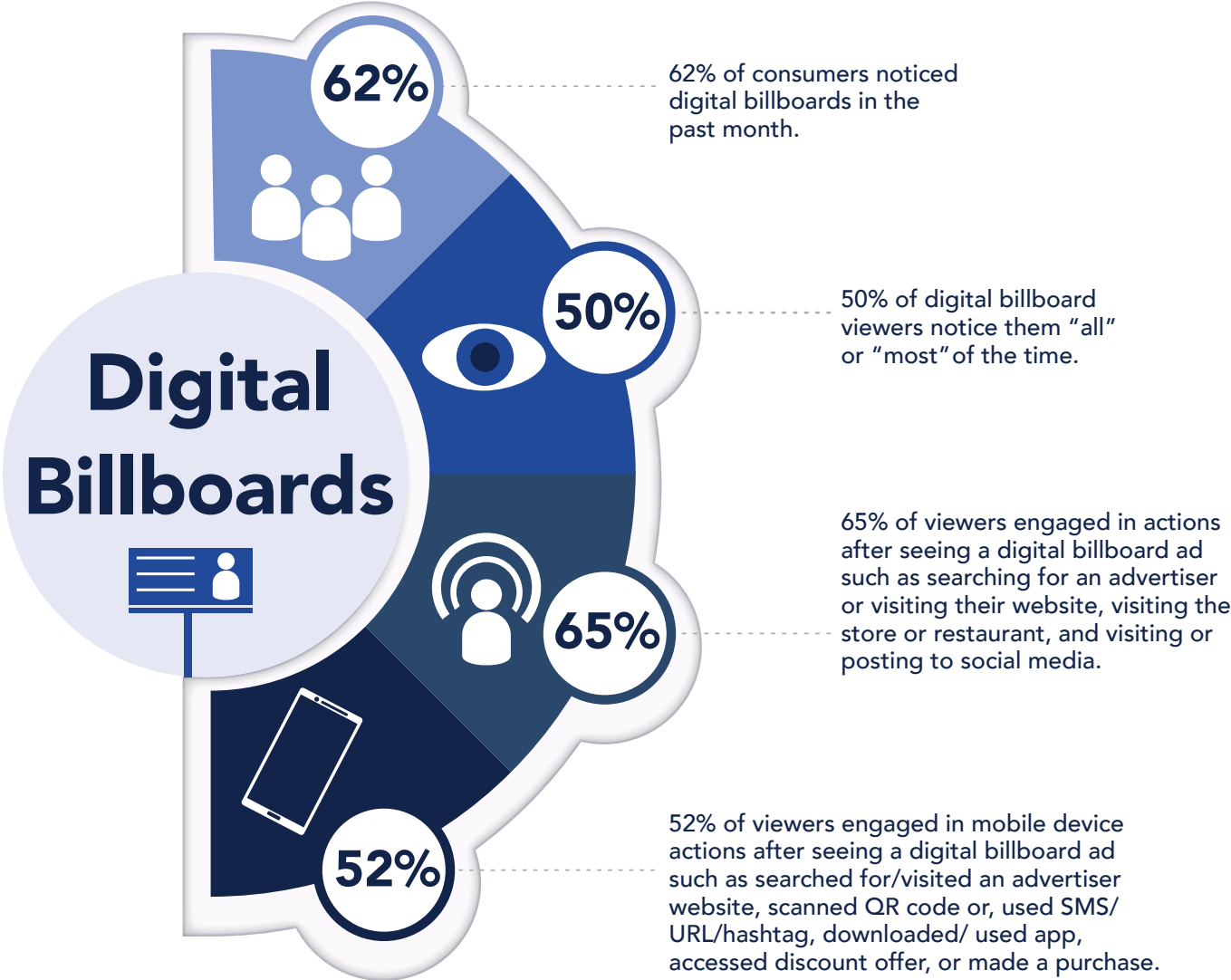


Digital Billboards Engage Consumers and Drive Action



Noticed DIGITAL BILLBOARDS that gave **directions** to a business

Immediately visited a business after exposure to a **DIGITAL BILLBOARD** ad

Made a purchase after visiting the business



Source: Nielsen conducted 453 online surveys among U.S. residents age 16 or older in the top 30 markets, between February 24th to March 4th, 2020.