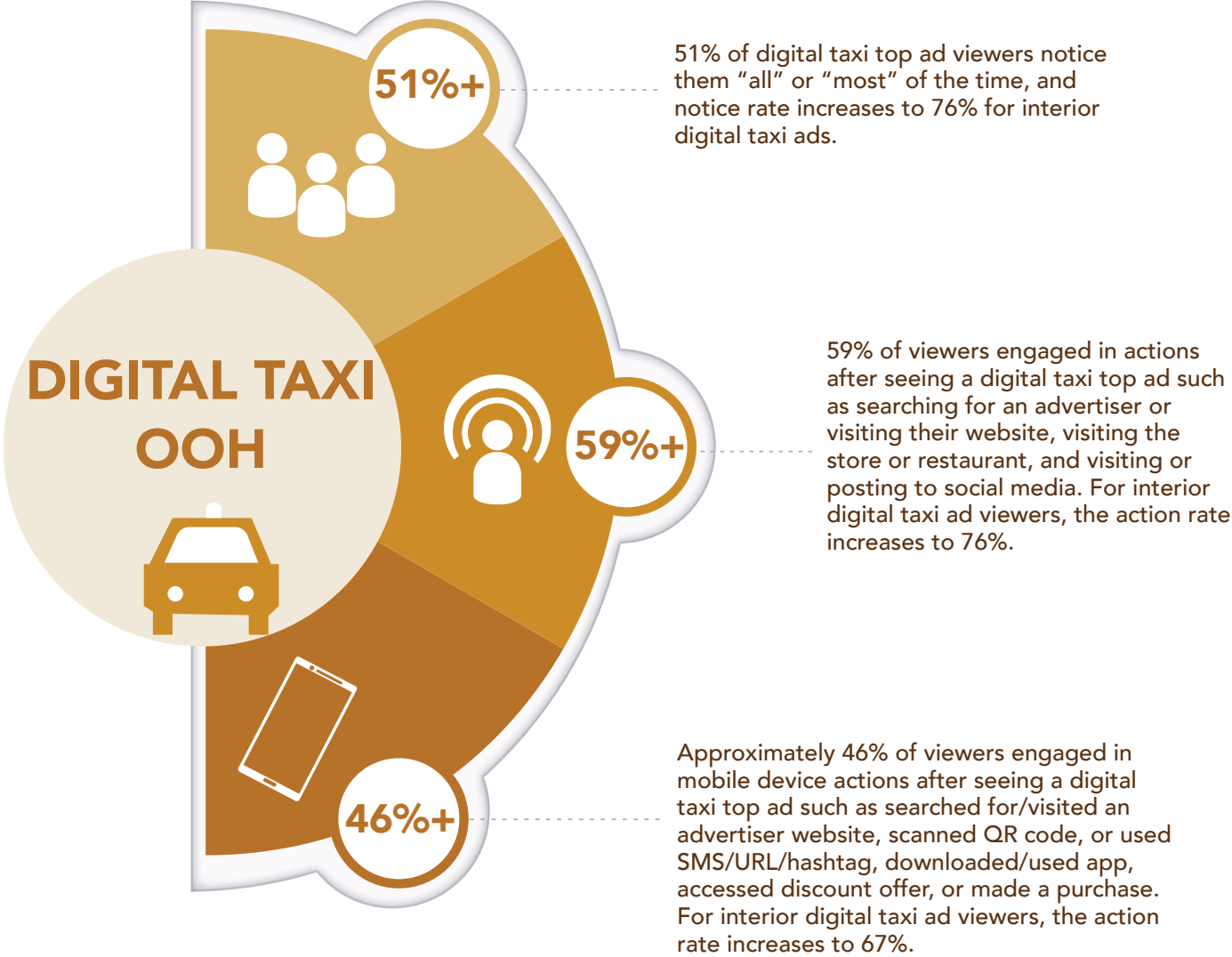


Digital Taxi OOH Engages Consumers and Drives Action



Noticed DIGITAL TAXI ADS that gave **directions** to a business

Immediately visited a business after exposure to a **DIGITAL TAXI AD**

Made a purchase after visiting the business



Source: Nielsen conducted 411 online surveys among U.S. residents age 16 or older, between February 24 to March 2, 2020 in Boston, Chicago, New York City, Philadelphia, San Francisco/Oakland, and Washington DC.