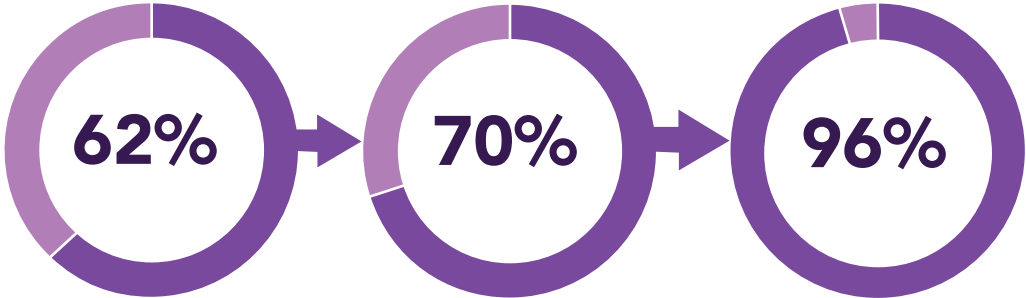
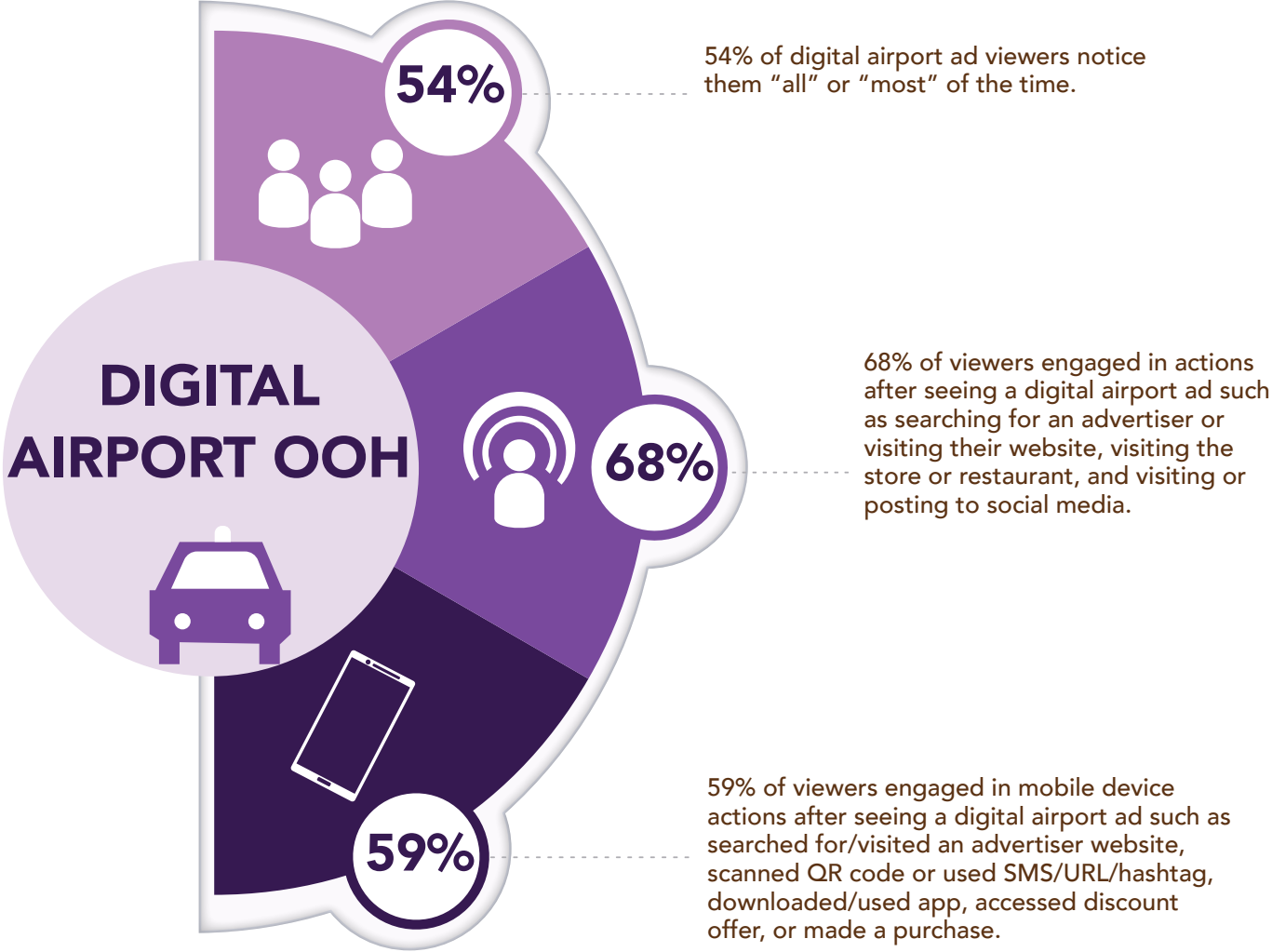


# Digital Airport OOH Engages Consumers and Drives Action



**Noticed DIGITAL AIRPORT** ads that gave **directions** to a business

**Immediately visited** a business after exposure to a **DIGITAL AIRPORT** 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.