

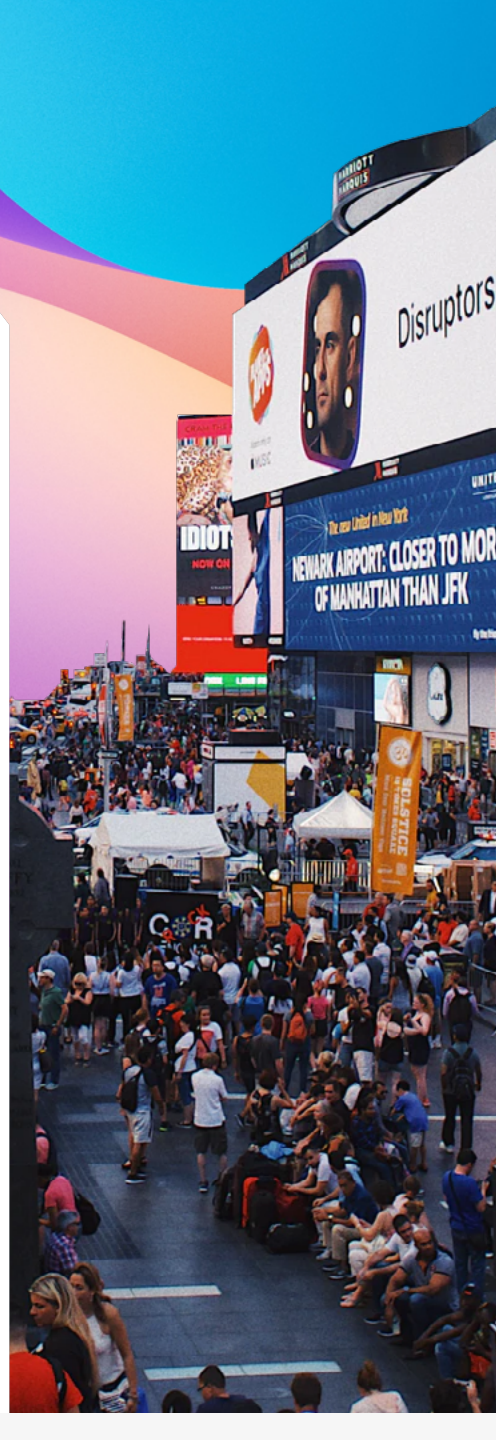
18 latest DOOH statistics you just cannot ignore

At The Neuron, we know that digital out of home (DOOH) advertising is a fantastic way for your brand to reach a broad and receptive audience of potential customers.

Sometimes, however, it's best to let the numbers speak for themselves – so we've dug up 18 of the latest DOOH statistics to do the persuading for us.

Use these DOOH stats to discover what the medium could offer you.

Each statistic is drawn from up-to-date research from reputable organizations, so you know you're making decisions based on genuinely good evidence.



Essential DOOH Advertising Statistics for 2021-2022

To help you find what you're after, we've split our DOOH statistics into three useful subheads. These are:

- ✓ Market trends
- ✓ Visibility
- ✓ Consumer behavior

DOOH Market Trends



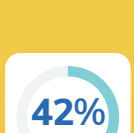
The DOOH market was valued at \$41.06bn in 2020 and is set to grow significantly to \$50.42bn by 2026¹



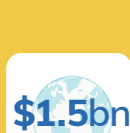
Despite the COVID-19 pandemic forcing people indoors, spending on DOOH ads increased by 1.6% in 2020 – and significant growth of 19.2% is expected in 2021²



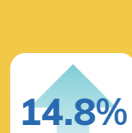
Currently, DOOH spend makes up one third of total OOH spending in the USA³



By 2023, DOOH spending is expected to grow to 42% of total US OOH spending⁴



Globally, spending on DOOH is projected to grow from \$7.5bn in 2020 to \$15.9bn in 2027⁵



Programmatic digital out of home advertising (pDOOH) represents an increasing proportion of overall DOOH spend and is expected to increase from 3.2% in 2019 to 14.8% in 2022⁶

DOOH Visibility



49%
of consumers noticed digital street level OOH advertising in the past month⁷



As a result of spending more time on outdoor pursuits, consumers are noticing OOH ads 45% more than pre-pandemic levels⁸



62%
of consumers notice digital billboards⁹



52%
of digital street level ad viewers notice them "all" or "most" of the time¹⁰



52%
of consumers noticed digital street level ads that gave directions to a business¹¹



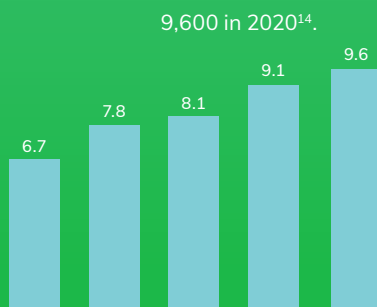
50%
of digital billboard viewers notice them "all" or "most" of the time¹²



69%
of viewers took some sort of action after seeing a digital street level ad. Actions included searching for an advertiser online, visiting the business in person, or posting to social media¹³



The number of digital billboards in the US increased 43%, from 6,700 in 2016 to 9,600 in 2020¹⁴.



US Out-of-Home Digital Billboards 2016-2020¹⁴



65%
of views engaged in actions – such visiting the advertiser's website, physical store, or social media account – after seeing a digital billboard¹⁵

DOOH Consumer Behaviour



62% of viewers engaged in mobile device actions or followed CTAs after seeing a digital street level ad. E.g searching for or visiting the advertiser's website, scanning a QR code or using a hashtag, downloading or using the advertiser's app, accessing a discount offer, or making a purchase.¹⁶



69% of viewers that noticed directions to businesses in digital street level ads immediately visited a business after exposure, with 92% making a purchase after visiting the business¹⁷

DURING THE PANDEMIC



38% of consumers used OOH ads to access useful COVID updates¹⁸



23% found out about offers and promotions via OOH ads¹⁸



23% used OOH ads to learn about something new¹⁸



20% found out about updates to business hours and services via OOH¹⁸

Could pDOOH be the Right DOOH Purchase Method for You?

pDOOH fixes the issue of traditional DOOH which is difficult to track with campaign performance reports often provided after-the-fact.

By bidding on digital signage and billboards and receiving in-depth analytics, you can track the success of your campaign in real time and adjust accordingly.

And, as you can specify the conditions under which your DOOH ad is shown (based on, for example, footfall, weather conditions, or temperature) you know that you're hitting the right demographics when they're most likely to make a purchase decision.

Programmatic DOOH is a new way of buying DOOH.

At The Neuron, we provide an easy-to-use, flexible platform that connects media buyers directly with the inventory they need. With automated bidding, no middlemen and an interface that lets you launch your creative in just a couple of clicks, we make sure you get the most out of your DOOH campaigns. Get in touch today to learn more.

Contact today for a live demo

hello@theneuron.com
+1 (323) 524-2158
theneuron.com

