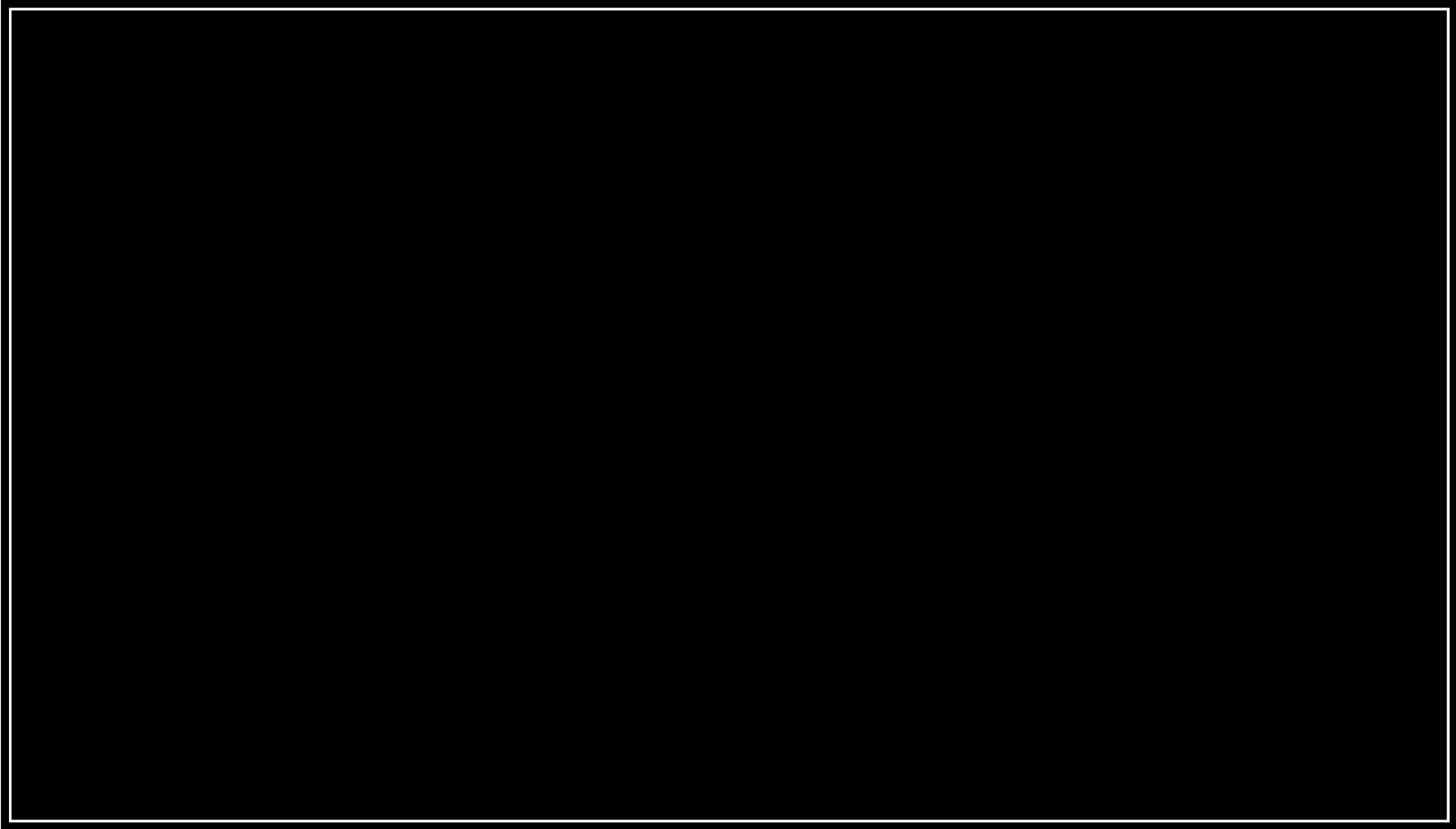


The OutPerform Study

OUTSMART







+17%

uplift in smartphone
brand actions across
all 35 campaigns vs
unexposed to OOH

+38%
uplift in smartphone
brand actions across
top 20 vs unexposed



9%

Take on-device
brand actions

**Response rate to
OOH is very high**

57%

Customers were
new or lapsed

**OOH drives
growth**

66%

Direct to
brand

**Converts branding
to behaviour**