

THE GOAL

Through turn-key attribution measurement, understand how exposure to your OOH ad campaign correlates to key success metrics.

OUTFRONT'S ATTRIBUTION SOLUTIONS



WEBSITE VISITATION

Visits to an advertised or implied website



BRAND LIFT

Measure impact on brand awareness, ad recall, consideration, and more



APP DOWNLOADS

Downloads of an advertised app



TUNE-IN

Viewing of a TV show, network, or a broadcasted live event



FOOTFALL

Visits to brick and mortar locations or POs

HOW IT WORKS

1. OUTFRONT geofences inventory to capture exposed devices.
2. Exposed devices are matched to devices observed exhibiting desired behaviors.
3. A control group of unexposed devices is used as a baseline for comparison to measure changes in behavior/lift.

MEASURABLE MEDIA



BULLETINS & POSTERS



BUSES



STREET LEVEL FORMATS



IN-STATION MEDIA

*Measurable media can be either static or digital format

**Mobile surveys can be used in most cases to address exposure to underground/subway/rail media