

Measuring the Effectiveness of Out-of-Home Advertising



This white paper explores the methodologies and findings from real-world campaigns that measure the impact of out-of-home (OOH) advertising. Through a combination of geolocation tracking, in-store surveying, and control-exposed comparisons, researchers can now tie OOH exposure to both attitudinal shifts and real-world actions. This paper draws from major brand campaigns, including efforts by eBay, the Museum of Modern Art (MoMA), and Jack in the Box, to illustrate how OOH is measured and why it remains essential in a fragmented media landscape.

Introduction

OOH advertising offers an opportunity to engage audiences in public spaces with high dwell times and limited distractions from competing media. Recent technological improvements-particularly in mobile tracking and on-location survey deployment-have made it possible to measure OOH campaign effectiveness with much greater fidelity. These studies combine mobile device data, immediate recall metrics, and behavioral tracking to quantify results such as foot traffic, brand awareness, and purchase intent.

Methodologies for OOH Impact Evaluation

- **Geolocation-Based Exposure Modeling:** Opted-in mobile users provide location data that is cross-referenced with digital or static OOH placements to determine actual exposure.
- **Intercept Surveying:** Surveys are triggered within a short time frame after exposure, allowing for capture of ad recall, message clarity, and intent measures.
- **Control vs. Exposed Grouping:** Participants are divided into those who have been exposed to the campaign and a matched control group who have not, enabling measurement of causal lift.
- **Attribution Modeling:** Foot traffic or digital behavior is tracked following ad exposure to estimate real-world outcomes.

Case Study 1: eBay Fashion - Digital Transit OOH in NYC

eBay partnered with media planners to roll out a six-week campaign in New York's subway system. Digital Liveboards were used across high-footfall locations to promote eBay's fashion category.

Key Results:

60%

increase in unaided brand awareness

79%

ad recall was achieved in the exposed group within 24 hours

28%

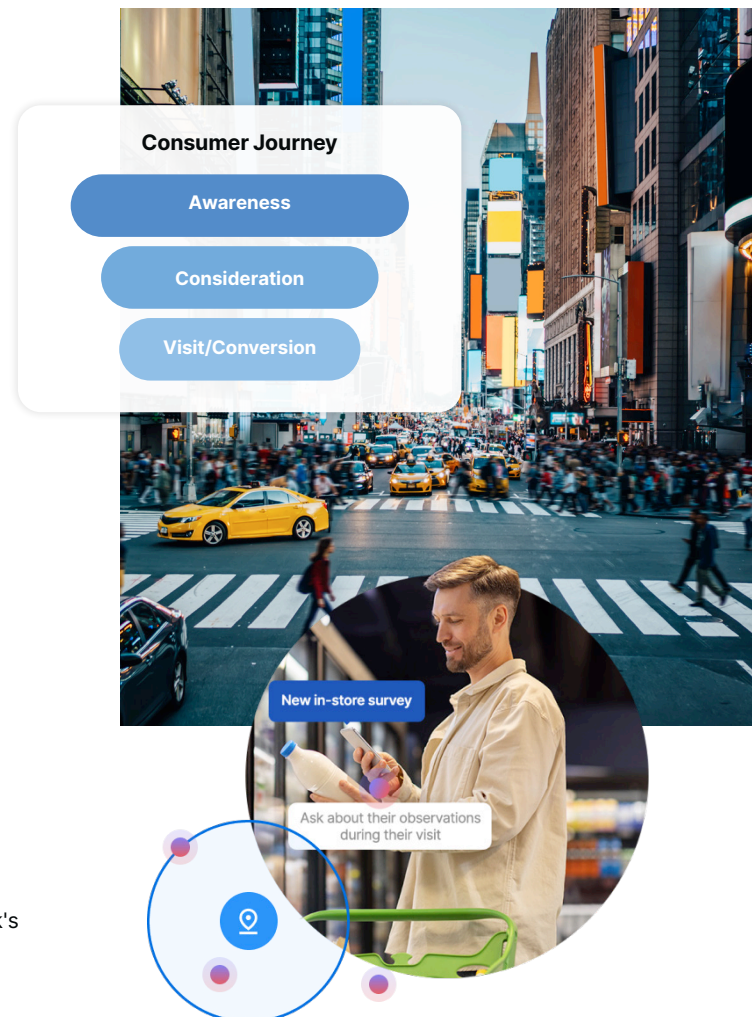
lift in purchase intent over control

1.5x

higher attention and engagement than industry benchmarks for static formats



Insight: The campaign demonstrated the power of dynamic OOH creative in high-density commuter zones, where daily repetition and contextual relevance boosted engagement.



Case Study 2: MoMA - Awareness and Visitation via NYC Subway Ads

The Museum of Modern Art (MoMA) sought to boost awareness and increase local visitation using an extended OOH campaign focused on subway platforms throughout NYC.

Campaign Details:

- 20-week duration across Manhattan, Brooklyn, Queens, and the Bronx.
- Messaging emphasized the MoMA experience and timed exhibitions.



Key Results:

31%

increase in unaided awareness among exposed groups

55%

overall ad recall, exceeding the 38% industry benchmark

58%

expressed intent to visit MoMA after seeing the ad

5%

increase in likelihood to visit was seen in areas with repeated exposure



Insight: Cultural institutions benefit from prolonged exposure strategies in transportation hubs, which foster repeated engagement and top-of-mind positioning.

Case Study 3: Jack in the Box - Driving Restaurant Visits with Billboard and Truck Ads

To promote the Cheddar Loaded Cheeseburger, Jack in the Box deployed large-format billboards and truck wraps across major U.S. metros.

Performance Metrics:

6 week

campaign duration

1.3M

in-store visits recorded in exposed markets

2x higher

foot traffic was delivered in areas w/ high OOH saturation compared to non-exposed regions.

48%

ad recall rate post-exposure



Insight: Product-specific messaging delivered with bold visuals and time-sensitive offers can drive measurable foot traffic increases in the QSR category.

Conclusion

OOH advertising has emerged as a high-impact, data-validated medium when coupled with mobile-first measurement strategies. The case studies from eBay, MoMA, and Jack in the Box demonstrate that campaign objectives-whether brand awareness, intent to visit, or foot traffic-can be achieved and measured with precision using modern research methods. This growing body of evidence supports continued investment in OOH as part of a balanced media mix and highlights its relevance in the mobile-connected, multi-screen world.

Comparative Effectiveness: OOH vs. Other Advertising Channels

To fully understand the value proposition of out-of-home (OOH) advertising, it is important to assess how it compares with other common advertising formats-particularly digital, print, and broadcast media. The following comparative data is drawn from industry benchmarks and aggregated study findings.



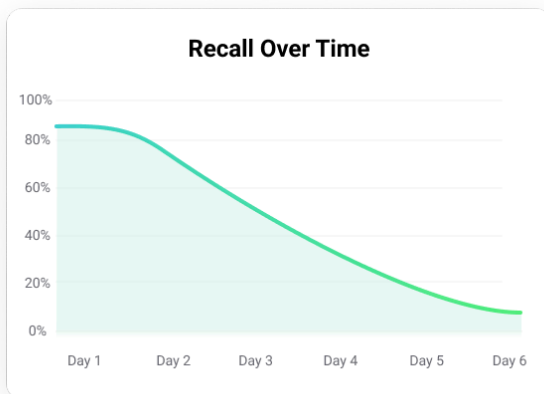
Industry-Wide Performance Indicators

Across verticals, aggregate studies show:

- Ad Recall: Typically **45-60%**.
- Purchase Intent Lift: **15-30%**.
- Brand Awareness Gains: **25-50%** (unaided).
- Footfall Attribution: **5-20%** visitation lift post-exposure.
- Return on Ad Spend (ROAS): **\$3-\$6 per \$1** invested.

Design Implications for OOH Effectiveness

- Real-Time Surveys Improve Accuracy: Surveys conducted within minutes to hours post-exposure provide more accurate recall and reaction data.
- Local Targeting is Powerful: Campaigns tailored by ZIP code, time-of-day, or demographic profile yield significantly higher lift.
- Creative Format Matters: Digital, motion-enabled OOH formats consistently outperform static displays in attention and recall.
- Integration with Mobile Data is Critical: Without geolocation and behavioral data integration, performance attribution is speculative.



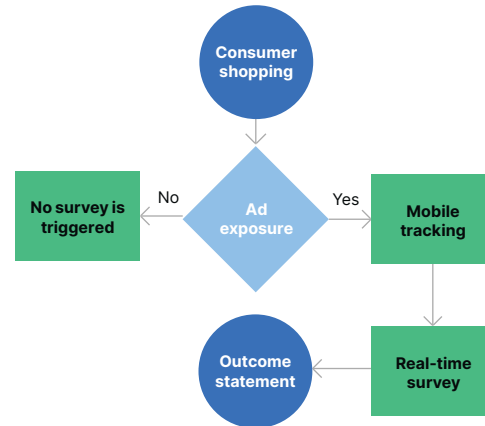
1. Ad Recall and Visibility:

- OOH ads achieve average recall rates between **45%** and **60%**.
- In contrast, digital banner ads yield **10-20%** recall, often due to "banner blindness" and ad-blocking software.
- Print ads average **30-40%** recall, though they depend on voluntary readership.
- TV commercials maintain **50-65%** recall but are increasingly skipped due to streaming and DVR use.

2. Cost Efficiency:

- Cost per thousand impressions (CPM) for OOH is highly competitive:
 - OOH: \$3-\$8 CPM
 - Online Display: \$5-\$10 CPM
 - Radio: \$6-\$12 CPM
 - TV (primetime): \$18-\$35 CPM
 - Magazine: \$10-\$20 CPM use.

Mobile Integration Workflow



3. Purchase Intent Lift:

- OOH campaigns typically result in a **15-30% lift** in purchase consideration.
- Display and social media ads average **5-12%**.
- Direct mail and email average **10-20%**, but are susceptible to saturation and lower open rates.

4. Frequency and Reach:

- OOH is uniquely suited to reaching consumers in high-traffic environments with limited competing media.
- Unlike digital or TV, OOH cannot be turned off, skipped, or blocked.
- Mobile tracking data indicates repeated OOH exposure across commuter routes contributes to sustained brand familiarity and long-term memory encoding.

5. Cross-Channel Synergy:

- Studies consistently show OOH enhances the performance of other media when integrated:
 - TV + OOH increases brand effectiveness by **18%**.
 - Digital + OOH lifts search engagement by up to **40%**.
 - Social + OOH creates a **17% increase** in brand actions (clicks, shares, etc.).

Conclusion

While every channel has a role, OOH stands out for its visibility, efficiency, and reinforcement power across media plans. It performs especially well in upper- and mid-funnel metrics and is increasingly measurable through mobile-integrated attribution modeling.