

FAQs

What is Out-of-Home?

Out-of-Home Media, also called Outdoor Advertising, refers to any type of offline media that is viewed by consumers when they are outside of their homes. **We provide turnkey media planning and placement services** for crypto and meta companies looking to advertise in the real world.



How effective is Out-of-Home advertising?

Out-of-Home advertising is extremely effective across all industries, and has a higher ROI than any other traditional advertising format. For every \$1 spent on OOH, approximately \$5.97 in sales is generated. If added to the media plan, OOH increases the ROI of digital marketing by 40%.

Does OOH reach the right people?

Out-of-Home is highly targeted so your exact target audience can be reached. A campaign that is nationwide reaches the right people by using demographic data to focus your campaign in the places that matter to your business. Different formats of OOH, such as Place-Based, Event Marketing, and Transit/Airport advertising can be more precisely targeted to the people you are trying to reach.

*Consumer notice of OOH advertising has
grown almost 50%
compared to pre-pandemic rates of notice.*

Why does Out-of-Home work?

Out-of-Home is able to reach people in a way that can't be skipped or blocked, as with digital advertising. The real and tangible qualities of OOH formats attract a lot of attention and get noticed more than other formats of advertising. Consumers also trust OOH more than other formats of advertising, and next to print, people view OOH as a credible source of information. This trust in OOH translates into online conversions, and amplifies your ROI on other media channels.

SPECIFIC ACTIONS TAKEN AFTER SEEING AN OOH AD:

26% Talked about the ad or product with others

23% Interacted with the ad via NFC sensor or QR code

35% used mobile search to look up more information



OOH HAS THE HIGHEST RECALL AMONG TRADITIONAL MEDIA ADVERTISING **STANDING AT 67%**



MOST COMMON OUT-OF-HOME FORMATS:

Traditional



- Billboards
- Digital Billboards
- Posters
- Wallscapes
- Murals

Non-Traditional



- Place-Based
- Experiential
- Guerilla
- Stunt Marketing
- Promotions
- Custom Campaigns

Event Marketing



- Sports
- Concerts
- Festivals
- Conferences
- Trade Shows
- Conventions

Transit & Street Furniture



- Airport
- Buses
- Rail/Subways
- Taxis
- Vehicle Wraps

How is Out-of-Home measured?

Demographic data is used to show who is being exposed to your message. Along with impression numbers, mapping of your advertisements and proof of placement photos, you will have a clear picture of the impact of your campaign.

MetaOOH connects crypto, meta and web 3.0 brands to consumers in real life. With over 20 years in the Out-of-Home industry, we have the knowledge and experience to get your brand seen by the right people.

Have more questions?
Get in touch with a representative today.

503.626.0669 | META-OOH.COM
INFO@META-OOH.COM