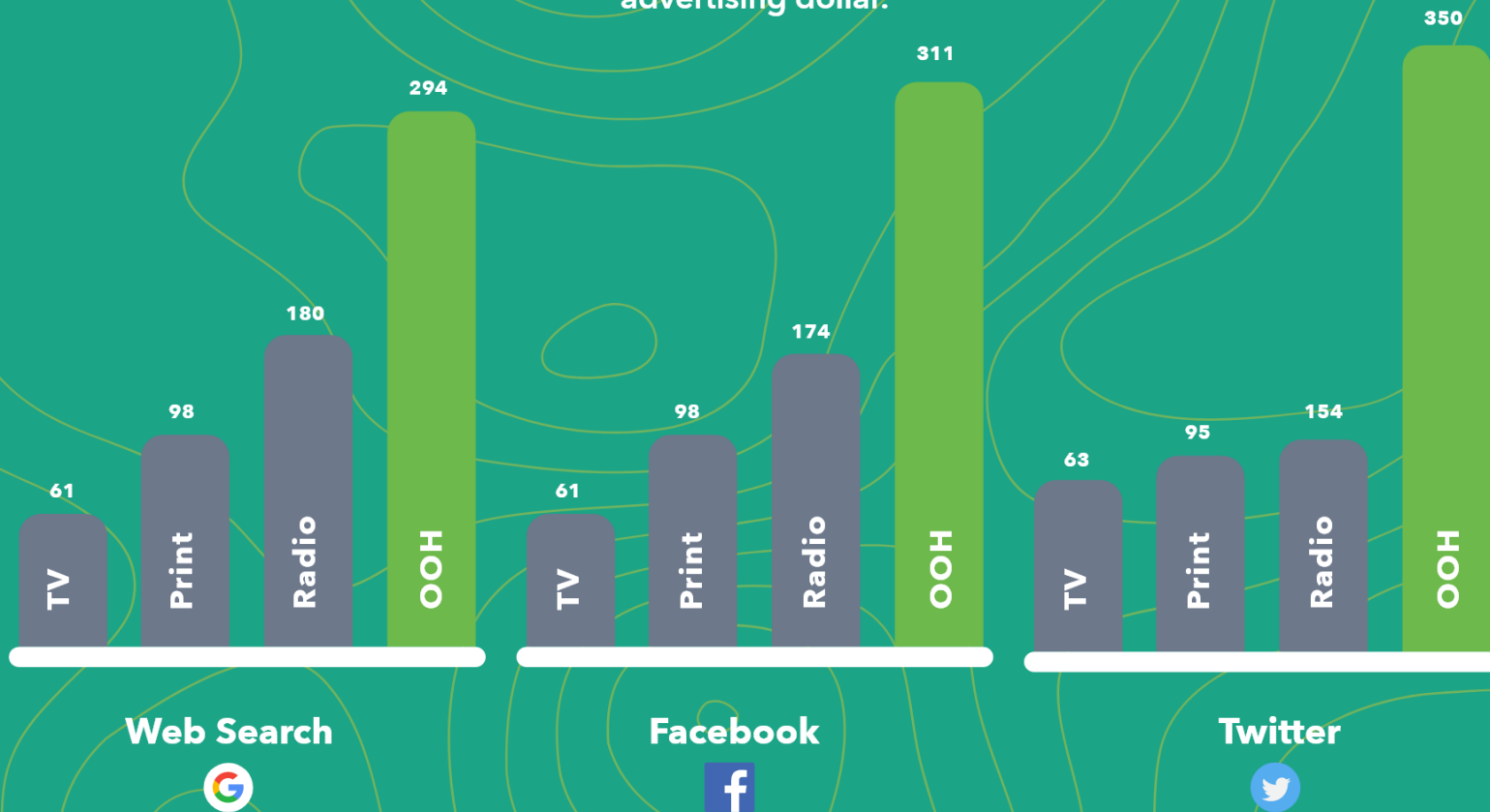




# OOH most effective driver of online engagement

Online activity index per advertising dollar.



Source: Nielsen, 2014