



# Digital Out Of Home Advertising

Cybba's DOOH (digital out-of-home) solution makes buying advertisements on outdoor media more targeted and simpler to use than ever before.

From billboards to transit screens, DOOH lets you reach consumers where they live, work, and play—combining the impact of traditional out-of-home with the precision of digital targeting. Unlike traditional static billboards, DOOH leverages digital technology to deliver engaging, real-time content that can be tailored based on location, time, and audience demographics.

**Enhanced Engagement:** 82% of adults remember an Out of Home Ad after seeing it - DOOH captures attention with vibrant, high-resolution displays.

**Real-Time Flexibility:** Update your messaging instantly to reflect promotions, events, or changing conditions like weather and traffic.

**Generate Audiences:** Reinforce your messaging by building audiences of people in the vicinity of your DOOH ads to target across other channels.

## PREMIUM INVENTORY



## START TODAY

Required sizes for any DOOH campaign:

1920x1080 (16:9) | 1080x1920 (9:16) | 1280x960 (4:3)

Video Files: 50MB | Static Files: 10MB

Find more details at our [Creative Guidelines](#) page

Sources: <sup>1</sup>75Media <sup>2</sup>75Media <sup>3</sup>oaaa.org



## STAND OUT IN THE REAL WORLD

- Digital billboards along highways or in cities
- Screens in shopping malls, airports, train stations
- Digital kiosks or bus stop screens
- Screens on taxis or rideshare vehicles
- Interactive touchscreens in public places

## EXAMPLE LOCATIONS

- Airports
- Bars and Restaurants
- Golf Carts
- Grocery Stores
- Gyms
- Hotels
- Malls
- Movie Theaters
- Night Clubs
- Office Buildings
- Public Transport
- Spas
- Universities
- Urban Panels

# 71%

of consumers often look at the messages on roadside billboards<sup>1</sup>

# 92%

of the population see bus shelter ads per week<sup>1</sup>

# 87%

were more likely to notice a brand on social media after OOH ad exposure<sup>2</sup>

# 46%

of adults performed an internet search after seeing an OOH ad<sup>3</sup>

**Ready to Elevate Your Advertising Strategy?** Visit [cybba.com](http://cybba.com) or contact [marketing@cybba.com](mailto:marketing@cybba.com) to learn how we can help your brand stand out in the digital landscape.