

OUR MOBILE UNIVERSE – Advertising's NEW Reality
A Collection of Over 300 Statistics, Articles and Study Links

A MARKETERS GUIDE to....



Our MOBILE UNIVERSE

ADVERTISING'S NEW Reality.

A Collection of 300 Stats, Articles and Reports.

[See SLIDE SHOW \(PPT\) VERSION HERE](#)

Created by Mobile AD Marketing and Daniel Sage (Media Broker)

SECTION 1 | Mobile Stats

Mobile and Smart Phone Activity (U.S. & Beyond) Statistics, Quotes, Headlines, etc..



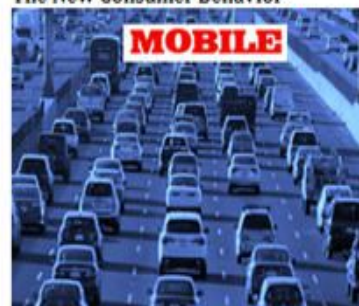
SECTION 2 | Mobile Stats

U.S. Demographics, Time Spent - Commuting, Work, Time with Media



SECTION 3 | Mobile Stats

Mobility, Smartphones & Geography The New Consumer Behavior



SECTION 4 | Data Analytics

MOBILE Marketing (A.I., Geo-Targeting, Location Based, Geo-Fencing, Beacons etc..)



SECTION 5 | OOH Stats

Out Of Home and Digital Out Of Home (OOH & DOOH) - Stats & Reports



SECTION 6 | The OTHER Mobile

The Other Mobile | Transit and Vehicular Marketing Sections - Digital SYNERGY



SECTION 7 | The OTHER Mobile

Vehicular Marketing - Industry Overview, Ad Rates, Impressions, Studies, Data.



It's About

TIME

The Other MOBILE Media



Our MOBILE UNIVERSE

Our MOBILE UNIVERSE {Compiled By Daniel Sage | CEO Mobile AD Marketing | Las Vegas NV – 2019}
“Trends and Insights into The New Digital Marketing Universe”

E-BOOK - Introduction | Overview | Sections | [See Slide Share \(PPT\) Version HERE](#)

SECTION 1. Mobile and Smart Phone Activity (U.S & Beyond) Statistics, Quotes, Headlines, etc...

BEST 10 MOBILE Statistics Sites {500 Best Stats & Excerpts From Dozens of Articles & Reports}

- 1} 75+ Mobile Marketing Statistics 2019 and Beyond (See Full Article [HERE](#))
- 2} Internet Stats & Facts for 2019 (Full Article [HERE](#))
- 3} 60+ Smartphone Statistics in 2019 (Full Article [HERE](#))
- 4} 50 Mobile Statistics, Facts and Trends to Guide You in 2018 (Full Article [HERE](#))
- 5} 61+ Internet Statistics that Prepare You for 2019 (Full Article [HERE](#))
- 6} 25+ Awesome Mobile Marketing Statistics for 2019 (Full Article [HERE](#))
- 7} 19 Mobile Web Predictions for 2019 (Full Article [HERE](#))
- 8} 29 Fascinating M Commerce Statistics for 2019 (Full Article [HERE](#))
- 9} The Most Important Mobile Marketing Statistics for 2019 (Full Article [HERE](#))
- 10} 104 Fascinating Mobile Marketing Statistics & Facts for 2019 | Note: Great Graphs (Full Article [HERE](#))

SECTION 2. U.S. Demographics, Time Spent - Commuting, Work, Time with Media – Go To [HERE](#)

BEST CONSUMER Data | Section Link [HERE](#)

- A. Employment - U.S. Statistics
- B. Commuting - U.S. Statistics
- C. Time Spent with Media etc... (Best Report – Digital Media Study - The Infinite Dial – [HERE](#))

SECTION 3. Mobility, Smartphones & Geography - The New Consumer Behavior

BEST 10 MOBILE + OOH TRENDS - Articles and Reports | Section Link [HERE](#)

- 1} The Changing Consumer and Media Landscape (See Full Article [HERE](#))
- 2} Drive-to-Store: How OOH is Changing the Game (See Full Article [HERE](#))
- 3} MOBILE & OOH: Shopping While Driving Gains Traction (See Full Article [HERE](#))
- 4} Billboards that Think: The Big Data and Advertising Revolution (See Full Article [HERE](#))
- 5} Nielsen's 2019 OOH Advertising - Study Conclusions – (See Summary [HERE](#))
- 6} Five OOH Trends To Watch Out For In 2019 (See Full Article [HERE](#))
- 7} People Love Instagramming Billboards – and it's Great for Advertisers (See Full Article [HERE](#))
- 8} The DOOH Opportunity: How OOH is Becoming a Bigger Piece of the Media Mix Pie (See Full Articles [HERE](#))
- 9} Expect to see a Rise in Big Brands using Out-of-Home Advertising. (See Full Article [HERE](#))
- 10} The Marriage of OOH + Mobile | Trends in Out-of-Home Media (OOH) (See Full Article [HERE](#))

SECTION 4. MOBILE Marketing (A.I., Geo-Targeting, Location Based, Geo-Fencing, Beacons etc...

BEST MOBILE + PROXIMITY MARKETING TRENDS - Articles and Reports | Section Link [HERE](#)

- * 21 Tips on How to Do Location-Based Marketing in 2019 (See Full Article [HERE](#))
- * How Location-Based Advertising Will Impact Brands (See Full Article [HERE](#))
- * Why Location-Based Marketing is Set to Disrupt Marketing in 2019 (Full Article [HERE](#))
- * Why Location is Everything for the Future of Retail Marketing (See Full Article [HERE](#))
- * Location Based & Geo Targeting – Various Articles and Headlines (See Full Articles [HERE](#))
- * For the Best Location Data, Just Ask (See Full Article [HERE](#))
- * Location-Based Mobile Ads are Exploding (See Full Article [HERE](#))
- * Best Geo-Location Advertising Companies (Descriptions with Links – [HERE](#))

SECTION 5. Out Of Home and Digital Out Of Home (OOH & DOOH) - Stats & Reports

ALL Articles and Reports [HERE](#)

SECTION 6. The Other Mobile | Transit and Vehicular Marketing Sections - Digital SYNERGY

ALL Articles and Reports [HERE](#)

SECTION 7. Vehicular Marketing - Industry Overview, Ad Rates, Impressions, Studies, Data.

ALL Articles and Reports [HERE](#)

Our New MOBILE UNIVERSE (Trends and Insights into The New Digital Marketing Universe)

Introduction - This E-book is a Collection of Articles, Reports and Statistics about the ever changing Mobile Digital Universe. The Purpose of this Guide is to gather & present the Digital Trends that are now Blending Online Advertising with Offline Advertising - Creating a **Media Mix** that is both more **Effective & Potent** than the Ad World ever anticipated. **As Mobile Data - Combined with Geography** becomes a more important Factor in the AD Universe – understanding the Newest Media Options available is Key. Today's Mobile Consumer is expecting Marketers to cater to and find him/her where and when it's most convenient – the Geographic here and now.

These Reports, Statistics and Headlines (In all Sections) reflect the rapid pace that our Digital Society is becoming a more Mobile Society and using that Mobility to Reinvent the Consumer Paradigm for all of us. **Both Mobile + OOH Reach Consumers where they Live, Work, Eat and Spend the most Time and Money .**

In this MOBILE Universe, Digital Marketing has become Geographical Marketing once again. It's formed both an Integrated & Powerful Alliance. A SYNERGY is Emerging that Shows where Advertising Minds might want to Focus.

Geo/Proximity Marketing is the New Trend in American Marketing Combining the Online & Offline Worlds.

Just these Few Statistics show Real Change is Happening – and it's NOT Gradual...

Combine this Data...

- * Mobile Devices will over take TV as far as time spent in 2019. (Emarketer.com)
- * 80% of U.S have Smart Phones. (237 Million and rising)
- * 69% of mobile Use is done on the Go.
- * 49% of Website traffic comes from Mobile Devices.
- * 49% of Consumers use Mobile phones for Shopping.
- * 40% Mobile sales - share of all retail e-commerce sales in the US in 2018.
- * 34% - Smartphones share of US e-commerce sales in 2019.
- * 61% of US consumers use their Mobile Devices in stores to Compare Prices.
- * 80% of Americans are Online Shoppers.
- * 18 billion hours - Total sessions in shopping apps increased to in 2018.
- * M-commerce (Mobile) will overtake E-commerce for the first time in 2019. (Source: Mobile Marketer)

With this Data...

- * 70% is the amount of time Consumers spend Out of Home. (OOH)
- * 11 hours - spent daily outside of the home versus 5 hours in home.
- * 162 Million - Civilian labor force in the U.S.
- * 250 million - U.S. population age 16 and over.
- * 150 million workers drove to their workplace in an automobile (approx 128 million people)
- * Americans Spend Over 100 Hours a Year Commuting.
- * Americans average 18 hours per week on the road.
- * 135 miles average distance driven per week in vehicles.

With These OOH Numbers...

- OOH Reaches 90-95% of the population.
- Consumers 18-64 spend more with OOH than any other ad Media except for Television.
- Consumers spend 11 of their waking hrs away from home, while about 5% of Ad Budgets are spent on OOH.
- OOH Most Effective in Driving Online Activity and Click thru Rates - Recent Nielsen study.
- OOH drives more per Ad dollar spent than any other Traditional Media – It's 382% more effective than TV 200% more effective than print, and 63% more effective than Radio in driving Consumers Online.
- For every \$1 spent on OOH approx \$2.80 in sales is generated, compared to \$2.43 for TV and \$2.41 for Print.
- Mobile Advertising boosts brand name and recognition by 15X more than any other form of advertising.
- A Mobile Ad performs 45% higher exposure than static advertisement.
- OOH's Rank is second, behind Digital, as the fastest-growing forms of Advertising Worldwide.

***In the Real Estate world, the word LOCATION Equates to VALUE.
With that in mind, it's often more Important WHERE you Advertise than WHAT.***

MARKETERS GUIDE to OUR MOBILE Universe | 300+ Useful Stats & Articles **(MOBILE STATISTICS - 300 Best Stats & Excerpts From Dozens of Articles & Studies)**

MOBILE & Internet Usage, Consumer Behavior, E-Commerce, Social Media etc...

Mobile Marketing Trends (Connecting the AD Message Dots - Mobile and Static)

In 2019, for the first time, US Consumers will spend more time with their Mobile Devices than they do watching TV.

“According to Mobile Stats, there are as many as 4.68 billion Mobile users in 2019. (Source: Statista)

“Digital Ad Spend Surpasses 50% of Total Ad Spending in the U.S.” (See Full Article [HERE](#))

“The Trend of Shopping on-the-go is Spreading like Wildfire, mostly because this type of E-Commerce is convenient for Consumers and Retailers alike. On one end, we have Consumers that can complete a Purchase with just a few taps on their Mobile Device. On the other end, Mobile Commerce has massive potential from retailers’ point of view, as it enables them to reach their Audience Anytime and Anywhere.”

By 2019, Mobile Ads are Expected to Represent 72% of all U.S. Digital Ad Spending. The shift to Mobile use is one of the reasons Marketers have turned their eye to the ever so rich in options way of Advertising. (MarketingLand)

Mobile + Location Based Marketing

** 83% Increase in Customers Due to Location-Based Advertising - Factual's 2019 Report “*

An incredible 80% of Marketers say they plan to boost their use of Location Data over the next two years. In the U.S. alone, it’s expected that location-based advertising spend will reach \$38.7BN by 2022”

“An incredible 80% of Marketers say they plan to boost their use of Location Data over the next two years. In the U.S. alone, it’s expected that location-based advertising spend will reach \$38.7BN by 2022”

** Location Data continues to be an effective tool for Marketers — almost 9 in 10 marketers said location-based advertising and marketing resulted in higher sales, followed by growth in their customer base (86%) and higher customer engagement (84%).*

Mobile + OOH SYNERGY

“Consumers 18-64 spend more TIME with OOH than any other Ad Media except for Television”

“Out-of-Home Advertising is the most Effective Offline Medium in driving Online Activity” Nielsen Study 2019

“Studies show that we are 48% more likely to click a Mobile Ad after seeing the same OOH Ad”

** Nielsen’s 2019 OOH Advertising Study reports that 20% of OOH viewers immediately visited a store advertised, and that 74% of visitors made a purchase. (Source: OAAA).*

It just takes one. One billboard, in One city, a Message can travel the Globe in an Instant.

*Remember Deadpool’s Valentine’s Day magic? 20th Century Fox made a single gag billboard positioning the superhero action flick as a romantic love story, and it went around the world as soon as star Ryan Reynolds posted it to **Instagram**.*

***Spotify** turned one New York City subway stop into a worldwide art exhibition when it transformed the Broadway-Lafayette station into a **David Bowie tribute**, tying into his exhibit at The Brooklyn Museum. **According to Spotify, it reached more 50 million people on social channels—with no paid amplification.** (From -People Love Instagramming Billboards - (See Full Article [HERE](#))*

“Out-of-Home extends the Reach and Frequency of integrated Campaigns Better than any other Ad Media. When out-of-home is added to a Media plan, overall ROI improves” (Benchmarking research).

20% of OOH viewers immediately visited a store Advertised, and 74% of visitors made a purchase. (OAAA).

83% of people recall having seen OOH advertising within the last 30 minutes before shopping making OOH the dominant medium within “the last window of influence” – ie just before people shop.

SECTION 1 | MOBILE STATISTICS - 300 Best Stats & Excerpts From Dozens of Articles & Studies

The MOBILE UNIVERSE (See All Article Links [HERE](#))

- * 98% of US citizens aged 18-29 are Online. (Source: Statista)
- * 80% of Americans have Smartphones AND spend more than five hours a day on their Smartphones.
- * Users spend on average 69% of their Media Time on Smartphones (Comscore, 2017)
- * The average person has 60-90 apps installed on their phone, using around 30 of them a mo launching 9 a day.
- * People today have 2X more interactions with Brands on Mobile than anywhere - includes TV, in-store, etc.. (Google, 2017)
- * The average time internet users spend online is 100 days a year.
- * Up to 70% of web traffic happens on a Mobile Device (CIODive, 2018)
- * 75% of Americans say they use their smartphones most often to check Email.
- * Mobile Phone internet Users in the United States will likely increase from 237 million in 2017 to 275 million by 2022.
- * 89% of mobile Media Time is with Apps, with the other 11% spent on websites. (Smart Insights)
- * We spend 90% of media time on Mobile Devices in apps and 10% on the mobile web.
- * 57% of all U.S. online traffic now comes from Smartphones and Tablets (BrightEdge, 2017)
- * There are over 2.5 billion smartphone users in the world and nearly 9 billion mobile connections.
- * In 2018, there were around 1.56 billion smartphones sales worldwide. (Source: Statista)
- * There are more than 1 million people coming Online for the first time each day since January 2018.

MOBILE + WEB (Mobile Phones and Internet Usage Statistics)

- * For the first time in history, Mobile Internet has taken a lead over Desktop Internet use.
- * 56% of the world's population has internet access.
- * According to 2018 mobile browsing stats, Mobile accounts for 52.2 % of Web Internet Traffic.
- * 78.17% of Google searches were from mobile phones during October 2018.
- * 52.2% of all website traffic originated from mobile phones in 2018.(Source: Statista)
- * 75% of US smartphone owners check emails on their phones.(Source: Blue Corona)
- * In late 2015, Mobile Web traffic surpassed Desktop for the very first time.
- * **Over 5 billion Google searches are made every day.**
- * By 2019, 63.4 % of all Mobile Phone users will access the Internet from their Mobile Phone.
- * In 2018, 52.2% of all website traffic worldwide was generated through Mobile phones. (Source: Statista)

MOBILE + E-COMMERCE

- * M-commerce will overtake E-commerce for the first time in 2019. (Source: Mobile Marketer)
- * Over 40% of online transactions are now done on Mobile (Google, 2017)
- * 62% of smartphone users made an online purchase using their device. (Source: OuterBox)
- * 4 out of 5 consumers use smartphones to shop.
- * 80% of shoppers use a mobile phone in a physical store.(Source: OuterBoxDesign)
- * Mobile Commerce Revenue in the U.S. is projected to be \$693.36 billion by 2019.
- * Smartphone users are 50% more likely to expect to purchase something immediately - while using their smartphone.
- * 95 percent of Americans shop online at least yearly.
- * In 2018, mobile sales accounted for nearly 40% of all retail Ecommerce sales in the US.
- * People spend an average of 5 hours per week shopping online.
- * Mobile searches result in almost immediate action.
- * For every \$92 spent on generating traffic and getting customers, only \$1 is spent on converting these customers.
- * \$0.56 of every dollar spent in an offline store is influenced by a digital interaction.
- * Mobile e-commerce will be responsible for \$2.32 trillion - about 67.2 percent- of e-commerce sales by 2021.
- * 84% of Smartphone Shoppers use Their Phones while in a Physical Store. (Think With Google)
- * 8 in 10 Americans are online shoppers. Half of them use a mobile device for shopping.
- * An Estimated 1.92 billion people are expected to purchase something online in 2019.
- * 80 percent of Internet users in the U.S. are expected to make a purchase online in 2019.
- * Only 22 percent of businesses are satisfied with their conversion rates.
- * Amazon is responsible for more than 49 percent of all online sales and about 5 percent of all retail sales in the U.S.
- * Online shoppers spend an average of \$488 annually shopping on online marketplaces.

SECTION 1 | MOBILE STATISTICS - 300 Best Stats & Excerpts From Dozens of Articles & Studies

MOBILE + E-COMMERCE | The Average Mobile Shopper (All Article Links [HERE](#))

- * 49% of consumers use mobile phones for shopping.
- * In 2018, Cyber Monday mobile sales generated over \$2 billion.
- * Smartphones are the leading M-commerce device for shopping.
- * 61% of US consumers use their mobile devices in stores to compare prices.
- * In 2018, total sessions in shopping apps increased to 18 billion hours.

MOBILE + SOCIAL MEDIA (See All Article Links [HERE](#))

- * Over 500 million tweets are sent every day.
- * 95.1 percent of active Facebook user accounts accessed the social network via a mobile device in 2017 (Statista, 2018)
- * 80% of its users access Pinterest through a mobile device As of 2016 (Pinterest)
- * 85% of the time users spend on Twitter is on a mobile device (Wall Street Journal)
- * 60% of Linked-In traffic comes from Mobile Devices (Fortune, 2017)

Mobile Search and SEO Stats

- * 42% of all Mobile Brand experiences involve search (Google, 2017)
- * Nearly 1/3 of all mobile searches are related to location (Google, 2016)
- * 50 percent of North American adults use at least two ad-blocking methods.
- * More than 615 million devices worldwide have an ad-blocker installed.
- * Over 5 billion Google searches are made every day.
- * An average internet user sees over 1,700 banner ads in a month. (Average click-through rate is 0.06%,)

SMARTPHONES + Teenagers

- * 71% of all teens watch videos on a mobile device.
- * 45% of teens now say they are online on a near-constant basis.
- * 53% of all teens make mobile purchases.
- * 95% of teens now report they have a smartphone or access to one.
- * In 2018 children received their first smartphone at the average age of 12.

MOBILE -vs- TV

- * 94% of respondents in a Facebook survey (of 1 mil people) have a smartphone on hand while watching TV, & viewers focus on the TV screen just 53% of the time (Facebook, 2018)
- * Most people look at their phone about 150 times a day, (that's roughly once every 6.5 minutes),
- * People ages 18-24 looked at their Smartphones 60% of the time during TV ads - and people ages 45 and over did so 41% of the time (Facebook, 2018)

MOBILE Banking + Payments Statistics

- * Nearly half of mobile users in the US use mobile banking.
- * Mobile banking apps rank as one of the top three apps among US consumers.
- * 30% of Americans prefer mobile banking over other banking methods.
- * 39% of internet users worldwide prefer mobile payments.
- * In 2019, over 61 million people in the US will use mobile payments.
- * E-commerce will account for 17.5% of all retail sales by 2021.
- * Smartphones will make up 34% of all US ecommerce sales in 2019.

MOBILE Advertising & AD Spending (See All Article Links [HERE](#))

- By 2019, Mobile Advertising is expected to represent 72% of all U.S. Digital Ad Spending.*** (MarketingLand)
- Estimated that U.S. mobile search spending will reach \$25.11 billion in 2018 and \$28.25 billion in 2019 (AUM Core)
- 68% of companies have integrated Mobile Marketing into their overall marketing strategy. (Salesforce)**
- 71% of marketers believe mobile marketing is core to their business (Salesforce)
- 87% of Facebook's Advertising revenue comes from Mobile (AdWeek)

Users spend 25% of their total Offline and Online Media Consumption time on Mobile, yet Advertisers only devote 12% of their budgets to mobile (Boston Consulting Group, 2017)

MOBILE + B2B (See All Article Links [HERE](#))

- * 50% of B2B search queries today are made on smartphones, and will grow to 70% by 2020
- * 68% of companies have integrated Mobile Marketing into their overall marketing strategy. (Salesforce)
- * 71% of marketers believe Mobile Marketing is core to their business (Salesforce)
- * 87% of Facebook's advertising revenue comes from mobile (AdWeek)
- * Users spend 25% of their total offline and online media consumption time on mobile, yet advertisers only devote 12% of their budgets to mobile (Boston Consulting Group, 2017)
- * 25% of small businesses invest in online marketing.(Source: Blue Corona)
- * Mobile ads account for 63% of all digital ad revenue in 2018.
- * 88% of local business search on mobile gets converted within 24 hours.
- * 70% of mobile customers who find your business online will act within 1 hour.
- * By 2019, Mobile Advertising is expected to represent 72% of all U.S. digital ad spending. (MarketingLand)
- * Estimated that U.S. mobile search spending will reach \$25.11 billion in 2018 and \$28.25 billion in 2019 (AUM Core)

MOBILE + Commuting

- * 88% of smartphone owners use their phone while driving. (Source: Zendrive)

VIDEO (LIVE VIDEO) STREAMING - STATS / 2019

1. 81 Essential Streaming Statistics for 2019 (Full Article [HERE](#))

2. 62 Must-Know Live Video Streaming Statistics (Full Article [HERE](#)) **3. Live Streaming Statistics 2019** ([HERE](#))

OOH Statistics (From "64 Amazing Out of Home Advertising Stats" – 2018 | (Full Article [HERE](#))

- * 70 % – share of waking hours people spend away from home. Average 11 hours a day.
- * OOH's weekly reach of 99% tops Every Other AD Medium.
- * Americans report spending an average of 15 -19 hours a week in-car, either as driver or passenger. Young men 18-34, elusive to TV Advertisers, have huge exposure to outdoor media.
- * 18 – hours per week the average person spends on the road. 135 – miles covered in that time.
- * 93 % – share of people who have driven in or ridden in a car during the past month.
- * 194 – minutes the average person spends in a car each weekday - 57 – minutes on Sunday.
- * OOH reaches the most attractive audiences for advertisers. Consumers most influenced by OOH. are 18-49, high-earning, tech-savvy, and Mobile, who spend 6-9+ hours per week commuting.
- * OOH reaches Consumers in the hour before 32% of all Mobile search activity.
- * #2 - OOH's Rank, behind digital, in the fastest-growing forms of Advertising Worldwide.
- * Many of the largest Brands in America use OOH in their integrated media strategies, including: McDonald's, Verizon, Warner Brothers Pictures, JP Morgan Chase, Apple, AT&T, Coca-Cola, Amazon & Geico.

OOH - ROI

1. 382 % – more effective OOH is at driving online activity vs. Television.
2. 85 % – Share of consumers who think out of home Advertising is helpful.
3. \$5.97 – Product sales generated by out of home advertising per \$1 spent.
4. 40 % – boost in effectiveness for digital search when paired with OOH.
5. 14 % – boost in effectiveness for print ads when paired with OOH.
6. \$4.72 –sales ROI for Telecom companies per \$1 spent on OOH ads.
8. \$3.79 –sales ROI for Retail companies per \$1 spent on OOH ads.
9. OOH provides the most cost effective reach at the lowest CPM's in advertising. (At a range of \$3.38-\$8.65 per thousand Impressions Nationally, the only Medium that comes close is Radio.)

OOH + Digital OOH | OOH Reaches 90-95% of the Population.

- * Mobile Advertising boosts Brand name and recognition by 15X more than any other form of Advertising.
- * OOH Most Effective in Driving Online Activity and Click thru Rates - Recent Nielsen study.
- * 84% of Gen Z's pay attention to Outdoor Advertising.
- * 30% of mobile outdoor viewers would base a buying decision on the OOH Ad they see.
- * A Mobile Ad performs 45% higher exposure than Atatic Advertisement.
- * OOH Ranks second, behind Digital, in the fastest-growing forms of Advertising Worldwide.

MOBILE STATISTICS - 300 Best Stats & Excerpts From Dozens of Articles & Studies (Cont...)

NOTE: Millennials' Mobile Consumption has now Eclipsed their live TV Consumption (comScore, 2018)

Generation Z Stats – the generation born after the mid-90s – are, perhaps surprisingly, somewhat more immune to digital advertising than their Millennial and Gen X seniors. Having grown up with digital technology and viewing it as simply a normal part of the universe, they are more adept at tuning out some of the noise of online advertising, and in many cases actually prefer the physical versions of activities such as shopping. During TV shows, viewers paid attention to Mobile 28% of the time, and during TV ads, they paid attention to Mobile more than half the time.

Key findings of the Generation Z Report Included... (See Full Article [HERE](#))

*** 84% pay attention to Outdoor Advertising!**

- * 56% of Generation Z-ers don't click on website Ads.
- * 74% don't watch streaming video shows.
- * 64% use their smartphone for browsing only (not shopping).
- * 77% prefer physical shopping for clothing and footwear.
- * 63% choose physical stores when looking for electronics.
- * 84% favor brick-and-mortar stores when shopping for health and personal care supplies.

From OOH Value Guide and OOH Findings Study

- * More than 95% of Americans are reached by Media which aid in targeting Vehicle Drivers and passengers.
- * OOH reaches the most Attractive Audiences for Advertisers. Consumers most influenced by OOH are 18-49, High-earning, tech-savvy, and mobile, who spend 6-9+ hours per week commuting.
- * OOH = Exceptional ROI. For every \$1 spent, approx \$2.80 in sales result, compared to only \$2.41 for print and \$2.43 for TV.
- * OOH provides the most cost effective reach at the lowest CPM's in advertising.
At a range of \$3.38-\$8.65 per thousand impressions nationally, the only medium that comes close is Radio.
- * 58% of all consumers have gone Online as a direct result of seeing an OOH ad.
- * OOH is quickly becoming the most 'converged' advertising media, working seamlessly with social media, mobile and online campaigns to drive consumers 'from the big screen to the small screen.'

AD TRUCKS Stats & Data

*** A Single Delivery Truck averages 16 Million Impressions in a Year"**

*** One Vehicle Wrap can generate between 30,000-90,000 Impressions a Day.**

- * **Mobile Advertising boosts Brand name and recognition by 15 times more than any other form of advertising.**
- **Several studies have found that Ads on Trucks were noticed by 98% of people in Cars.**
- **Perception Research found that vehicle advertising is 2.5 times more effective than fixed billboard advertising.**
- * Americans report spending an average of 15 hours a week in-car, either as driver or passenger.
Young men 18-34, elusive to TV advertisers, have huge exposure to outdoor media. " Arbitron/Edison Research
- * 30% of mobile outdoor viewers would base a buying decision on the ad they see.
- Vehicle Marketing results in a 97% message recall, compared to a 19% retention for Stationary Signs - Capitol Com Grp
- Vehicle Billboards was twice as effective as stationary billboards in driving sales & boasted an 80% recall of specific ads.
- * **AD Trucks (Delivery type) Will Drive Past Several Hundred Stationary Ads a Day!**
Work 5-6 days a week, 8-10 hours a day. | Typically Cover some 100-200 miles a day within a 40 Mile radius.
Can reach 30,000-90,000 Impressions a day. | Approx 3.5 MM Impressions per month.

All Above STATS are taken Mostly from the following Articles

- 1} 75+ Mobile Marketing Statistics 2019 and Beyond (See Full Article [HERE](#))
- 2} Internet Stats & Facts for 2019 (Full Article [HERE](#))
- 3} 60+ Smartphone Statistics in 2019 (Full Article [HERE](#))
- 4} 50 Mobile Statistics, Facts and Trends to Guide You in 2018 (Full Article [HERE](#))
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SECTION 2 | Americans - Employment, Commuting, Time Spent with Media

EMPLOYMENT

- * In 2018, the civilian labor force of the United States numbered about 162.07 million people.
- * As of June 2019, there were 131.54 million full-time employees in the United States.
- * This is an increase from June 2018, when there were 129.94 million
- * The overall workforce grew from 119 million in 2006 to 128 million in 2016.

COMMUTES

- * **Americans spend more than 100 hours a year commuting to work - U.S. Census Bureau.**
- * 124 miles average distance driven per week in vehicles.
- * Americans are driving more than ever - logging over 250 Billion miles in 2018.
- * 25 hours on average a week in vehicles.
- * At a nationwide average one-way drive-time of about 25.5 minutes,
- * 45% of daily trips are taken for shopping and errands.
- * Americans take 1.1 billion trips a day – four for every person in the U. S.

TIME SPENT STUDIES (See Full Article [HERE](#))

- * **For the 1st time, US consumers will spend More Time with Mobile Devices than watching TV.**
- * **70% - the Amount of time Consumers Spend their waking hours with OOH.**
- * **11 hours Spent Outside of the Home versus 5 hours in Home.**
- * **OOH Reaches 90-95% of the population.**
- * **The US time spent with Media by adults (18+) averaging 12 hours, 9 minutes per day.**

- Consumers 18-64 spend more with OOH than any other ad media except for Television.
- Consumers spend 11 of their waking hrs away from home, while about 5% of Ad Budgets are spent on OOH.
- * The average US adult will spend 2 hours, 55 minutes on a smartphone in 2019, up 9-min from 2018.
- * 98% of US citizens aged 18-29 are online. (Source: Statista)
- * 80% of Americans have Smartphones AND spend more than five hours a day on their Smartphones.
- * Users spend on average 69% of their Media Time on Smartphones (Comscore, 2017)
- * The average person has 60-90 apps installed on their phone, using around 30 of them a mo launching 9 a day.
- * Among Smartphone users in the US, time spent with their device is 3 hours, 10 minutes per day.
- * Smartphones account for 70% of that mobile time - 21% of total time spent with Media in the US - and continue to attract minutes.

People Spend Most of their Waking Hours staring at Screens (Full Article [HERE](#))

Americans Spend More Time than ever Watching videos, Browsing social media and swiping their lives away on their Tablets and Smartphones.

Television still accounts for most media usage, with four hours and 46 minutes spent watching TV every day in the first quarter of this year.

Here's How Our Media Platform Preferences Fluctuate Throughout the Day (Full Article [HERE](#))

US adults spent a plurality 42% of their daily media time with live and time-shifted TV during the second quarter of this year, reports Nielsen in a recently-released study. Digital media – including internet on computers and mobile devices – occupied one-third (34%) of their time, twice as much as radio (17%). But how that breakdown is distributed varies quite significantly during the day. Not surprisingly, traditional TV's share of total media time is highest in the prime-time and evening hours, rising from a low of 32% during the 10AM-12PM period all the way up to 55% at 9PM, 57% at 10PM and a peak of 60% at 11PM.

AMERICAN SPENDING AVERAGES (See Full Article [HERE](#))

25 Categories – Including Transportation , Healthcare, Housing, Food, Rent, Insurance, etc...

SECTION 3 | MOBILE & OOH SYNERGY: Part One

"The Convergence of the Digital and Physical Worlds"

The Changing Consumer and Media Landscape (See Full Article [HERE](#))

"Nearly Every Social Media App Today Collects Data from its Users and Offers that Insight to Advertisers."

"Mobile Marketing is a hot commodity among Advertisers, as Consumers spend more and more time on their Mobile Devices daily. Mobile Conquering products have many advanced features, including Geo-fencing, behavioral/location/brand targeting, dynamically updated ads, weather triggered ads, Geo-retargeting, Geo-look-alike targeting, and also the ability to track in-store visits." Quote from Vici-Media

Convergence of Out-of-Home & Mobile Media: Why It Works

"The thing that's really interesting about that dynamic when you talk about out-of-home and online mobile is that it's a perfect complement," said OAAA's Stephen Freitas during the session. Out-of-home media works at the top of the funnel to build brand awareness, whereas mobile advertising performs really well at the bottom of the funnel.

"Advertising is interruption. We spend \$200 billion in this country on Advertising.

It's still about interruption, How I need to think about this is, 'How do I do interruption with Consent?'"

Nielsen's & OAAA - 2019 / OOH Advertising Study Conclusions – (See Summary [HERE](#))

"OOH Most Effective in Driving Online Activity." - OOH delivers more Online Activity per dollar spent than any other Traditional Media (TV, Radio, Newspaper or Magazine)- OOH Online Activation Survey - Nielsen

"Out-of-Home extends the reach and frequency of integrated campaigns better than any other Advertising Media. And when out-of-home is added to a media plan, overall ROI improves" (BenchMarketing research).

"20% of OOH viewers immediately visited a store Advertised, and that 74% of visitors made a Purchase."

Out-of-Home Media Drives Click-through-Rates. (See Summary [HERE](#))

* 48% of us are more likely to click a digital ad after seeing the same out-of-home ad.

* 46% performed an Online search | * 38% took an action on Facebook

* 23% took an action on Twitter | * 25% took an action on Instagram (Ocean and NeuroInsights)

* 83% Recall OOH Ads 30 Minutes before Shopping.

Drive-To-Mobile and the New Consumer - *Mobile is an important agent that connects OOH and Online Shopping.* Mobile influenced over \$1 trillion of physical sales in the USA, the leading consumer market – that's almost 35% of all in-store purchases. (Forrester 2017)

"Mobile is an increasingly important tool for modern-day shopping and as an 'on-the-go Medium', it is the perfect partner for OOH. People searching online thanks to OOH messaging, do so immediately on their Mobile."

Although Store shopping still accounts for 83% of Total Retail spend, online shopping is growing steadily. When we speak about drive-to-store we cannot ignore online shopping as its influence is growing. (WallDecaux study MAX 2016) 45% of Millennials search for information on the go after having seen a poster (vs 31% for the 14-69). As young and techy consumers mature, this behavior will shift from being a trend among a sector of the population, to be the norm among all Consumers.

MOBILE & OOH: The Future of Media Planning -The relationship between mobile and OOH is multi-faceted as it creates different ways to connect the digital and the physical worlds. On the one side, OOH can drive-to-online via special mobile deals. On the other side, mobile itself can be a source of data and help create effective audience targeting in OOH campaigns.

{Above Excerpts are from - **Drive-to-Store: How OOH is Changing the Game** | See Full Article [HERE](#)}

Spotify's New York City subway David Bowie Tribute for The Brooklyn Museum Exhibit. Reached more than 50 million people on Social Channels—with NO Paid Amplification.

SECTION 3 | MOBILE & OOH SYNERGY: Part Two

Shopping While Driving Gains Traction (See Full Article [HERE](#))

Mobile Commerce used to mean ordering via Smartphones and other Mobile Devices, but increasingly it can also apply literally to consumers using the internet to shop in connected cars - i.e. connected or contextual commerce. *It makes sense when the average American spends nearly one hour (51 min) round trip commuting.* Drivers could be forgiven for trying to squeeze in a few productive tasks while behind the wheel.

Connected Commuters are generating \$230 billion, an 8% percent year-over-year. (2018 P97 Networks study.)

The average commuter ordered drive-through coffee while driving 65 times in 2018, which shows that this type of commerce is primarily motivated by convenience and the ease of completing the task. For comparison, connected commuters ordered groceries 35.7 times.

The Big Data and Advertising Revolution | Billboards that Think (See Full Article [HERE](#))

As such, Big Data technology is quietly helping to revolutionize billboard advertising. Digital billboards generate high recall rates and positive reactions, a Nielsen survey shows. 75 percent of consumers who travel roadways with digital billboards can recall seeing one within the past month, and 55 percent of those can recall the sign's message most of the time or every time they pass by. And this technology continues to advance. Advertising innovators have even begun combining smart billboards with Big Data analytics tools to adjust ads.

Specifically, an integrated **Location Analytics** platform gives decision-makers the tools to assemble, explore, and display wide-ranging datasets. Examples include location oriented data complied with usage behavior in Omni-channel digital products and platforms, user device detection and user profiling. This information can then be mined to identify what motivates the user, as well as to decide when and where to display targeted ads on smart billboards. The exact, clear, sharp, advanced-level analysis inevitably leads to smarter decisions being made more quickly.

People Love InstaGramming Billboards – and it's Great for Advertiser (See Full Article [HERE](#)) ***1 in 4 Americans has posted an image of an Outdoor Ad to the platform, and the industry is taking notice. It just takes one. One billboard, in one city, with a message can travel the globe in an instant.(Nielsen)***

Some Cool OOH Stats (See Full pdf [HERE](#)) [OOH Value Guide Link](#)

- Consumers 18-64 spend more with OOH than any other ad media except for television.
- Consumers spend 11 of their waking hrs away from home, while about 5% of Ad Budgets are spent on OOH.
- OOH drives more per Ad dollar spent than any other traditional Media. OOH is 382% more effective than TV 200% more effective than print, and 63% more effective than radio in driving consumers online.
- For every \$1 spent on OOH approx \$2.80 in sales is generated, compared to \$2.43 for TV and \$2.41 for Print.
- OOH is a highly effective About 7 out of 10 OOH ads promote local businesses.
- 85% of all consumers believe OOH is , 83% believe it is , and 82% say it and stimulates the economy.
- Billboard Marketing Costs 80% less than Television Advertising. Television advertising is another that has suffered at the hands of digital media, with the latter considered to be a more targeted and cost-effective way of engaging customers.

“Record levels of Consumer miles driven and passenger miles flown have helped make OOH the in the U.S. Only Digital Advertising has grown faster.” (From OOH Value Guide – Planning for OOH)

Five OOH Trends To Watch Out For In 2019 (See Full Article [HERE](#))

“The Driving force behind the Rise of OOH, is Growing Urban Population”

More Digital Out-of-Home (DOOH) Advertising - Digital out-of-home advertising is set to increase in 2019. The rise of digital out-of-home advertising has been rapid over the last five years. In fact, according to PwC, digital out-of-home deployments will have increased by over 13% between 2014 and the end of 2019.

DOOH is fast becoming a far more Prominent Advertising Medium than any other. With more people spending time outdoors, DOOH is able to Reach a Mass Audiences quickly and consistently and now enables advertisers to communicate with audiences in increasingly versatile ways.

SECTION 4 | GEO & Location Based Marketing : Part One

“Marketers are Reaching Consumers in the Physical World in Ways we’ve never Seen Before.”

“80% of Marketers say they plan to Boost their use of Location Data over the next 2 years”

“In the U.S. alone, it’s expected that location-based advertising spend will reach \$38.7BN by 2022”

“83% Increase in Customers Due to Location-Based Advertising,” According to Factual’s 2019 Report [HERE](#)

“Location data continues to be an effective tool for Marketers - almost 9 in 10 marketers said Location-based advertising and marketing resulted in higher sales, followed by growth in their customer base (86%) and higher customer engagement (84%).”

“More than 8 in 10 (84%) marketers currently use location data in their marketing and ad campaigns, and 94% plan to in the future.” Location Data Continues to increase Campaign Effectiveness, Driving sales and Customer Engagement”

“The Smartphone revolution turns ten this year, and we’ve come a long way,” said Mike Boland, chief analyst of BIA/Kelsey and author of the report. “But many are far behind, still operating with a desktop mindset. They’ll be left behind the next era of Mobile, defined by native-social, voice interfaces and multimedia, not banner ads and traditional search.”

How Location-Based Advertising Will Impact Brands (See Full Article [HERE](#))

Location Based Analytics – What is it? Location-based Advertising, Location-based Targeting

Location-based advertising in digital marketing has introduced another avenue for marketers to reach consumers with the most highly relevant messages possible. Using aggregated location and consumer data, marketers can share localized, personal and aligned advertisements to the right consumer at the right time.

Apps like Facebook, Instagram, Snapchat or Uber use “always-on” Location Data to collate content and elevate the user experience, which means that consumers, places and media are all interconnected.

Location-based targeting has proven to be 20 times more effective in converting consumers than traditional banner ads, and 60% of consumers indicated that targeted offers are valuable to their mobile online experience.

In a recent consumer survey by Microsoft, research deduced the following conclusions that drive consumers to share their location-based data: 89.3% would share data for location-based discounts, 99.6% would share data for cash rewards and 65.2% would share their data for loyalty points. Interpreting this data, marketers can conclude that monetary location-based advertisements have the highest propensity for conversions.

Why Location-Based Marketing is Set to Disrupt Marketing in 2019 - 4 Reasons (Full Article [HERE](#))

Subjects – Augmented Location, Beacon Technology, Hyperlocal Marketing, Community-based Marketing.

Location-Based Marketing (LBM) typically takes advantage of the Geo-Location of a Customer (usually via a GPS-enabled device) and uses techniques like Geo-fencing, Geo-targeting based on user input, Geo-conquesting, Geo-exclusion, etc. to send Personalized and Relevant messages at the right place, at the right time to the right person.

MOBILE MARKETING - Newest Articles Below

“21 Tips on How to Do Location-Based Marketing in 2019” (Full Article [HERE](#))

From the Martech Advisor Mobile Marketing Series...

The Future of Digital Advertising: How “Mobile-first” is turning into “Mobile-only” ([HERE](#))

Top 8 Mobile Advertising Platforms for 2019 (Full Article [HERE](#))

5 Mobile Marketing Strategies to Drive More Sales for Your Business (Full Article [HERE](#))

Mobile Marketing Strategies & Trends: Key Learnings from the First Half of 2019 (Article [HERE](#))

Top 8 Mobile Advertising Platforms for 2019 (Article [HERE](#)) **Top Mobile Marketing Apps of 2019** ([HERE](#))

The Cost of Advertising Nationally Broken Down by Medium – 2019 (Full Article [HERE](#))

SECTION 4 | GEO & Location Based Marketing + OOH Synergy - Cont...

1. Augmented Location - Today's tech-savvy, always online, and mobile customer expects valuable and contextual messages that address their 'current' requirement. It is no longer enough to use 'pin-location' to send out notifications to customers; rather marketers have to 'augment' location within the context of user data to create 'smart notifications' (marketing messages) for a richer experience. **Augmented Location** will change the course of mobile marketing, by identifying the right time for user engagement, transforming mobile marketing by enabling marketers to solve problems, using context to create targeted notifications that would prove useful and relevant.

2. Beacon Technology - Beacons are installed to send out signals to mobile devices within a range of a few meters to target messages to devices in close proximity. Beacons offer opportunities such as location targeting, customer mapping, visit tracking, targeting with related products and cross-selling. They can also guide users in big shopping centers, offer rewards and send promotional messages.

3. Proximity Marketing will become a priority for marketers in 2019, and the beacon network will make it possible to send highly targeted messages as a person moves from location to location.

4. Hyperlocal Marketing - *Marketers today have broader goals and narrower strategies. Hyperlocal Marketing is about targeting customers in a geographically restricted area or even a specific destination. It is an excellent strategy for small as well as large businesses, as you can craft extremely relevant and targeted messages to the set of customers at a particular location and capitalize on the fact that a customer is more likely to buy from the area she resides in or can walk to.*

Why Location is Everything for the Future of Retail Marketing (See Full Article [HERE](#))

A retail marketer's goal is to reach consumers at a time and place that will most heavily influence their decision to purchase. And with today's increasingly on-the-go consumer base, it's no surprise that mobile has become one of the biggest influencers in the retail industry. According to Forbes, a whopping 86 million consumers will make a purchase on their mobile device in 2016, with 96 percent of consumers using their smartphones to find the best available deal.

As Consumers become more Mobile - and as decisions on whether to purchase a product continue to be made quicker—closing the loop on the path to purchase will become an increasingly important channel on which retail marketers will need compete. The majority of consumers activate an offer within the first two minutes of receiving it, underscoring the value of targeting consumers where they're at in real time.

The answer is location, location, location - also known as, "**proximity marketing**" by its more technical name. This tactic utilizes both location-based data and existing consumer data to bring uniquely customized and relevant experiences to consumers that prompt them to make a purchase. Marketers who want to get into the proximity game can apply this tactic in three different ways:

Mobile Web - For retailers without an app, do not fear: proximity marketing can be easily implemented through the mobile web. The mobile web allows retailers to deliver redeemable ads, which see incredible success when linked to a specific location - that probably explains why location-based ads were ranked one of the most effective mobile ad formats by mobile marketers. In fact, limiting the display of a redeemable ad to consumers in the same zip code as participating stores increases offer views by six times and offer redemptions by four times.

The Connected Car - The connected car market is growing rapidly. A June 2016 BI Intelligence report forecasts there will be over 380 million connected cars on the road by 2021 and that consumers are adopting to this new technology faster than expected. ers that deliver offers through an app, proximity marketing is best done with push notifications - retailers that deliver push notifications increase app engagement by 88 percent and increase offer views by an average of 300 percent. Sending timely and location-based push notifications significantly impacts views and redemption rates, which ultimately leads to more foot traffic and more sales.

So what does all this amount to? No longer do consumers simply want brands and retailers to send location based marketing messages - rather, they expect it. That's why consumers have become increasingly comfortable with sharing personal information and location data in exchange for rewards and offers. In fact, 77 percent of consumers are now willing to share their location data, and 89 percent of consumers indicate that they will share their location in exchange for discounts. As the demands and expectations of consumers continue to rise, location will only become more critical to the success of the retail industry.

Finally, as Consumer lifestyles become increasingly on-the go, with the onset of mobile and the Connected Car continuing to transform shopper behavior, proximity marketing will become more commonplace.

SECTION 4 | GEO & Location Based Marketing + OOH Synergy: Part Two

Location Based & Geo Targeting - Headlines from Same website... (See Full Articles [HERE](#))

“The DOOH Opportunity: How OOH is Becoming a Bigger Piece of the Media Mix Pie”

Out-of-Home (OOH) advertising is having a fantastic run. It is the only traditional media channel to consistently grow over the last 10 years and is expected to continue growing in 2019, according to the Outdoor Advertising Ass of America.

“The Future of Location in Retail: Beyond Ad Targeting” - Location data is serving as the conduit to connect consumer-facing marketing initiatives with behind-the-scenes merchandising and logistics. According to a survey by Bliss, WBR Insights, and Future Stores, the majority of retail marketers (71%) have some type of location strategy in place, with the primary goal being to drive foot traffic and trigger location-based mobile advertising.

“Location Is an Underused Data Layer for Brands Seeking Better ROI” - In 2019, we are just scratching the surface of location data’s potential for improving the ROI of advertising and marketing. As we approach the next decade, location intelligence will be a major factor in determining which brands thrive and exist in the many years to come and which ones fall by the wayside by not taking their data seriously enough.

“Destination-Based Marketing Adapts Location-Driven Strategies for Consumers on the Move” - Brand Marketers have been tailoring content to consumers based on their real-time, physical locations for years. It’s called location-based marketing

MORE Geo-Targeting Headlines from Street Fighting Magazine (See Full Articles [HERE](#))

“Toyota Sees 45% Boost in Traffic Through Targeted Mobile Ads” (Full Article [HERE](#))

“Expect to see a Rise in Big Brands using Out-of-Home Advertising.”

2018 marked a tipping point for the #OOH industry, with digital #OOH (DOOH) advertising surpassing traditional OOH for the first time. According to Pricewaterhouse Coopers (PwC)[1], digital OOH advertising spend hit \$659 million midway through the year, up 9 percent. This represents a seismic shift, with trends reshaping the OOH industry. It’s forecast that these trends will continue to gather pace in 2019.

Predicting 2019 Trends in Out-of-Home Media (OOH) (See Full Article [HERE](#))

The Marriage of OOH + Mobile - When you combine your out-of-home media with mobile advertising, you just may hear those wedding bells. Our many integrated campaigns have continued to over-perform digitally. We believe in using OOH to drive mobile digital performance so much, we even hosted an OOH + Mobile panel discussion last year, which was led by leading marketing professionals.

We predict that Digital Buyers will continue to rely on OOH Media to boost awareness, add credibility and drive more clicks on their Mobile display Ads. We can no longer look at OOH and digital as two separate silos. Both media formats are powerful alone, but it’s the marriage of the two that amplifies the impact. One drives awareness, the other drives online engagement.

Nielsen’s Out-of-Home Online Activation Study showed that outdoor advertising drives more online engagements per dollar spent than any other media channel (TV, print, radio). As more advertisers see this success for themselves, we predict more integrated campaigns among the 2019 trends.

More Brand Experiences - ***Experiential marketing is on the rise. According to a Chief Marketer special report, marketers will spend 20.7 percent of their overall marketing budgets on event and experiential in 2018, up from 18.7 percent in 2017. We expect to see that same type of growth into 2019.***

“For the Best Location Data, Just Ask” (See Full Article [HERE](#))

Mobile location data provides rich insight into Individual Consumer Behaviors in the physical world, where more than 90 percent of retail transactions occur. This data is enabling a host of next-generation marketing capabilities, from enhanced ad targeting and Online to Offline attribution, to omni-channel personalization and new in-store shopping experiences.

“21 Tips on How to Do Location-Based Marketing in 2019” (See Full Article [HERE](#))

SECTION 4 | GEO & Location Based Marketing + OOH Synergy: Part Three

BEST DOOH GUIDE | The Complete Guide to Digital Outdoor Advertising (Full Article [HERE](#))
Digital Advertising vs. Traditional: How They Evolved & How They Go Together (Full Article [HERE](#))

Top 5 Out-of-Home Advertising Trends (See Full Article [HERE](#))

Integration of Mobile into OOH - Advertisers can also dynamically trigger ads based on the types of Mobile Devices near the OOH channel, meaning an iPhone owner might see a different ad than an Android user. Advertisers are also geofencing their digital billboards so after drivers who have seen the ad leave the area, they can be retargeted with a personalized ad on their mobile device.

Smart Cities Stimulate Growth - Cities are becoming more connected than ever before, offering interactive digital kiosks with maps, free Wi-Fi and local destinations. These city-run services are a great opportunity for advertisers to connect with audiences.

Location-Based Mobile Ads are Exploding (See Full Article [HERE](#))

Why is Mobile so important and such a “hot topic” right now?

“Several market factors are currently bearing down on the Mobile Ad Marketplace - from Google’s moves to adapt to an app-based world, to the media consumption habits of millennials,” said Michael Boland, Chief Analyst and VP, Content, BIA/Kelsey. “These and other influences will require advertisers, publishers, agencies and ad tech players to rapidly innovate.”

Local Businesses will absolutely want to have access to this type of digital advertising. Using location based advertising allows local businesses to send highly personalized and very targeted messages to people in real time based on where they are. It allows businesses to speak to people in a way that is relevant to where they are and enables potential consumers to view relevant deals in the moment they are looking for them, and likely ready to purchase. It’s a win, win.

How does it work? - Mobile Ads are placed across over 15,000 premium Mobile Apps and mobile websites all within your desired geo-fenced areas. We offer dynamically updated ads that show the user the distance they are from your location (or your closest location if you have multiple locations).

The U.S. Local Advertising Forecast 2016, BIA/Kelsey projects location-targeted Mobile Ad Spending to grow from \$9.8 billion in 2015 to \$29.5 billion in 2020, a 24.6% compound annual growth rate.

How Will Location-Based Marketing Up Your Marketing Game in 2019?

(From 4 Reasons Why Location-based Marketing is Set to Disrupt Marketing in 2019. - See Full Article [HERE](#))

MORE Geo-Marketing Headlines -

“Geo Targeted Mobile Ad Dollars To Hit \$32 Billion Within Five Years” (See Full Article [HERE](#))

“Location-Targeted Ad Spend will represent 45 percent of overall Mobile Ad Revenues by 2021” - BIA Kelsey.

More Brands are measuring real world foot traffic patterns. They’re launching Targeted Mobile Advertising campaigns. They’re even analyzing consumer movement patterns to make important business decisions and uncover new market insights. Behind the scenes, brand marketers are putting an incredible amount of trust in location data providers to give them the most accurate, up-to-date data-sets possible.

What Is Geo-fencing Marketing? (Example) - Geo-fencing marketing allows companies & advertisers to serve display ads and target people in very precise areas and the places they go such as competitor locations, convention centers, retail locations, malls, event centers, neighborhoods, crosswalks, and as small as 25 square foot locations. Geo-fencing marketing come in many forms includes being able to reach people utilizing IP Address targeting as well as GPS targeting, utilizing latitude and longitude coordinate (the most precise form of geo-fencing), but overall it’s the chance to utilize one’s physical location to indicate behavioral intent.

Location-Based Marketing – Best Definitions (Full Article [HERE](#))

SECTION 4 | GEO & Location Based Marketing + OOH Synergy: Part Four

Consumers 18-64 spend more TIME with OOH than any other Ad Media except for Television.

“The Best Geo-Location Advertising Companies” (Descriptions with Links - [HERE](#))

Finding Geo-fencing Companies and geofence marketing providers that can white label their geo-fencing services can be difficult. *Some require you to have spend above \$10,000/month, some require you to spend at a \$10.00/CPM rate, and some Geo-fencing providers are not really what we'd consider true Geo-fencing.*

“5 Self-Serve Online-to-Offline Attribution Platforms” (Full Article [HERE](#))

Marketers with limited budgets are turning to a bevy of self-serve online-to-offline attribution solutions to correlate visitation rates and purchase data with digital campaigns. Here are five examples of online-to-offline attribution platforms that marketers are using right now.

1. GroundTruth - GroundTruth's self-serve location advertising platform can help marketers understand their campaigns, increase store visits, and make more strategic forecasting decisions. (Sample)

“Top Location-Based Data Companies” (Full Article [HERE](#))

1. Carto - CARTO leads the world of location intelligence, empowering any organization and individual to discover and predict key insights through location data. With CARTO's intuitive location intelligence platform, analysts and developers build self-service (Sample)

“30 Geo-Fencing Companies You Should Know & Geo-Fencing Explained” (Article/Guide [HERE](#))

MORE Mobile Marketing / Geo-Location Trends - Articles & Reports (Best Guide [HERE](#))

* **Marketing Trends 2019: 9 Digital Tendencies You Need to Know** (Full Article [HERE](#))

* **11 Location-based Mobile Marketing FAQs you need to know** (Full Article [HERE](#))

* **Here Are The 3 Biggest Trends To Watch In Mobile This Year (2019)** (See Full Article [HERE](#))

* **Top 4 Mobile Marketing Trends of 2019 | January 30, 2019/Mobile Marketing** (See Full Article [HERE](#))

* **Proximity Marketing in 2019 and the Market Forecast for 2022** (See Full Article [HERE](#))

What is Google's Eddystone technology and how does it work?

The Eddystone protocol by Google did not need having an app on Android phones. This is a game changer.

“ Some Interesting Stats and insights about the growth of the Proximity Marketing Market”

By 2019, beacons are expected to reach 60 million customers, and more than 400 million beacons.

75% of US retailers have integrated beacon technology into their marketing strategies and have seen a 9% increase in profits and 175% ROI.

According to Business Insider, by the end of 2018, Retailers will have 3.5 million active Beacons.

As per the report, 'Market for Proximity Marketing,' the market worth is expected to be worth USD 52.46 billion by 2022, at a CAGR of 29.8% between 2016 and 2022. The e-Commerce market growth and growing digitization are boosting the proximity marketing market.

“The Latest and Greatest Mobile Marketing” (See Full Article [HERE](#)) *Many Articles by Vici Media Inc.*

Mobile Marketing is a hot commodity among advertisers around the country, as consumers spend more and more time on their mobile devices daily.

Marketing on Mobile? Here are some must know Terms, and how to use them. (Full Article [HERE](#))

OOH - Predicting 2019 Trends in Out-of-Home Media(Full Article [HERE](#)) | **OOH 2018 Data/Facts** [HERE](#)

Expect to See a Rise in Big Brands using Out-of-Home Advertising - 2018 marked a tipping point for the #OOH industry, with digital OOH (DOOH) Advertising surpassing traditional OOH for the first time. According to PwC. Digital OOH advertising spend hit \$659 million midway through the year, up 9%.

Every Media Recipe Could Use OOH - In fact, most Agencies and Brands have come to the realization that OOH Media is a necessary - if not Vital - part of any Media Plan. When adding billboards, the bread and butter of OOH, to other Traditional Media plans, total Reach can be potentially increased up to 300%.

Source: USA Touchpoints Excerpt from OOH: The Spice in Your Media Plan | (Full Article [HERE](#))

SECTION 5-7 | The Other MOBILE MEDIA (AD Trucks, Mobile Billboards, Auto Wraps, Transit)

MOBILE Billboards, AD Trucks and Wraps – STATS and Articles

*** Many of the largest Brands in the country use OOH in their Integrated Media Strategies, including: McDonald's, Verizon, Warner Brothers Pictures, Apple, AT&T, Coca-Cola, B of A, Geico & Amazon.**

"Mobile Billboards Boost name recognition 15 times greater than any other form of Advertising."
- European Outdoor Advertising Assoc.

"The Advertising Effect of a Mobile Billboard sign is 4.3 times better than Traditional Advertising."
- Capital Communication Group

"Messages on Outdoor Mobile Billboards have a 97% recall rate." – RYP and Becker Group

"96% of respondents say Mobile Advertising is more effective than Traditional Outdoor Advertising. (Static billboards)." – Outdoor Advertising Magazine TACA Research

"Mobile Advertising generates 2.5 times More Attention than a Static Billboard." – Perception Research
"In a study of measured consumer awareness and sales between static billboards and mobile billboards ... static billboards resulted in an increase of sales of 54%, but mobile billboards resulted in an increase of sales of 107%!"
– Product Acceptance and Research, Inc. Washington, D.C.

From "8 OOH Advertising Stats You Need To Know "(Full Article [HERE](#))

- #1 - Consumers 18-64 spend more TIME with OOH than any other Ad Media except for Television.**
- #2 – Bus Shelter Ads Reach 92% of the Population Every Week. (AD Trucks Reach?)**
- #3 – Billboard Marketing costs 80% less than Television Advertising.**
- #6 – The Use of Mobile Data Can Boost Unprompted Ad Awareness by up to 200%**

From OOH Value Guide and OOH Findings Study

- * More than 95% of Americans are reached by Media which aid in targeting Vehicle Drivers and passengers.
- * OOH reaches the most Attractive Audiences for Advertisers. Consumers most influenced by OOH are 18-49, High-earning, tech-savvy, and mobile, who spend 6-9+ hours per week commuting.
- * OOH = Exceptional ROI. For every \$1 spent, approx \$2.80 in sales result, compared to only \$2.41 for print and \$2.43 for TV.
- * OOH provides the most cost effective reach at the lowest CPM's in advertising.
At a range of \$3.38-\$8.65 per thousand impressions nationally, the only medium that comes close is Radio.
- * 58% of all consumers have gone Online as a direct result of seeing an OOH ad.
- * OOH is quickly becoming the most 'converged' advertising media, working seamlessly with social media, mobile and online campaigns to drive consumers 'from the big screen to the small screen.'

AD TRUCKS Stats & Data

- * A Single Delivery Truck averages 16 Million Impressions in a Year"**
- * One Vehicle Wrap can generate between 30,000-90,000 Impressions a Day.**
- * Mobile Advertising boosts Brand name and recognition by 15 times more than any other form of advertising.**
- **Several studies have found that Ads on Trucks were noticed by 98% of people in Cars.**
- **Perception Research found that vehicle advertising is 2.5 times more effective than fixed billboard advertising.**
- * Americans report spending an average of 15 hours a week in-car, either as driver or passenger.
Young men 18-34, elusive to TV advertisers, have huge exposure to outdoor media. " Arbitron/Edison Research
- * 30% of mobile outdoor viewers would base a buying decision on the ad they see.
- Vehicle Marketing results in a 97% message recall, compared to a 19% retention for Stationary Signs - Capitol Com Grp
- Vehicle Billboards was twice as effective as stationary billboards in driving sales & boasted an 80% recall of specific ads.
- * AD Trucks (Delivery type) **Will Drive Past Several Hundred Stationary Ads a Day!**
Work 5-6 days a week, 8-10 hours a day. | Typically Cover some 100-200 miles a day within a 40 Mile radius.
Can reach 30,000-90,000 Impressions a day. | Approx 3.5 MM Impressions per month.

SECTION 5-7 | The Other MOBILE MEDIA (AD Trucks, Mobile Billboards, Auto Wraps, Transit)

NOTE: AD Trucks - Will Drive Past Several Hundred Stationary Media Ads a Day!

MOBILE BILLBOARDS and AD TRUCKS

Benefits

Mobile trucks can cover an entire city and reach the people that many outlets are unable to. Internet ads reach individuals who are only on certain websites. Publication ads reach only certain magazine readers. But an advertisement on a truck can reach much more. Marketers can target specific areas at certain times of day to ensure that their message is constantly moving in high traffic areas.

Showcase Your Message Where You Want It - The most effective tool as you can display your message in front of thousands of people (commuters or shoppers) at the desired location or route. This helps in displaying your advertisement to potential customers. Unlike static advertisements, mobile billboards are always on a go with the mission to cover multiple locations, thus giving more exposure to different places & different people.

Cost Friendly - In comparison to other types of advertisements, mobile billboards are pocket-friendly. As stationary advertisements (TV, radio, newspapers, and so on) include multiple factors which increase their cost, you are not paying a hefty amount for a unique spot with mobile billboards.

Easy to Tailor - Mobile billboards are easy to change, which means that your message always stays fresh as you can add more information and new images that generate curiosity among your targeted audience.

Zero Competition - As your message is always moving, there is no direct competition. This gives you an advantage that your message is being viewed without any distractions caused by a competitor's ad.

Brand Recognition - As mobile billboard advertisements are right in front of people, they are constantly seeing that message. This builds awareness among potential customers that can turn into a possible lead. Mobile billboards are hard to ignore. So, making a unique advertisement can help in extending your message to people in a positive way.

**** On a typical day, Mobile Billboards receive 90,000 to 150,000 views a day.***

**** 85% of people who see mobile billboards read them. (Nearly double the amount Stationary Billboards)***

**** 97% of viewers who read mobile billboards remember the message.***

**** 98% of people who see ads in a car notice AD Trucks and Mobile Billboard Ads.***

Influential

Mobile Billboards increase Brand awareness 15 times more than any other advertising form.

72% of viewers often or occasionally shop after work.

AD Trucks (Delivery Type)

Work 5-6 days a week, 8-10 hours a day.

Typically Covering some 100-200 miles a day within a 40 Mile radius. (That's the sq miles of most cities)

Can reach 30,000-90,000 Impressions a day. (Depending on DMA)

Approx 3.5 MM Impressions per month

AD Trucks (Semi-Trailer- Regional and National Routes)

Most OTR Truckers are expected to cover 125,000 miles per yr.

That's about 2,500 miles a wk, or 500 miles a day.

AD Rates

Mobile Billboards run from \$100 to \$300 per hour and up to \$2500.00 a day. (Depending on Market)

AD Trucks (Framed - Delivery Trucks and Semi-Trailers) run from \$2000.00 to \$2500.00 a Month.

For AD Trucks - the CPM (Cost per thousand) works out to about \$2.00.

For More AD Truck Info on Frames and Rates etc - download our Brochure [HERE](#)

SECTIONS 5-7 | OOH Reach Comparison Study {Demographics / Impressions - Dallas -vs- Chicago}

OOH Stationary ADS (Billboards, Wall Murals, Panels, Transit etc...) -vs- MOBILE ADS

CLEAR CHANNEL Inventory

CHICAGO | DMA Rank 3rd | 7,501,730 Population (Adults 18+)

Out of Home Impact

Reaches 91% of the DMA 18+ population weekly (463.5 MM Impressions)

Over 4,000 displays covering 7 counties. Coverage on all major interstates including Chicago's Commuter Rail.

Digital Impact

Dominant digital OOH provider with 58 roadway displays.

Reaches 89% of the DMA A18+ population weekly (95.4 MM Impressions)

Digital Commuter Rail with video and interactive features

Market in Motion

85% drove or carpooled in the past week | 23% traveled 200+ total miles (wk)

25% have a 30+ minute commute | 68 minute average round trip travel to work

DALLAS/FT WORTH | DMA Rank - 6th | 5,918,987 Population (Adults 18+)

Out of Home Impact

Reaches 91% of the DMA A18+ population weekly (908.9 MM impressions)

Over 3,200 displays covering 12 counties

Digital (DOOH) Impact - Dominant digital OOH provider with 120 displays (Digital coverage in 4 counties)

Reaches 85% of the DMA A18+ population weekly (290.8 MM impressions)

Market in Motion

36% traveled 200+ total miles (wk) | 33% have a 30+ minute commute | 50 minute average round trip travel to work.

Lamar - OOH Inventory | Lamar is one of the largest out-of-home advertising Companies in the world.

More than 144,000 billboard faces in North America.

348,000 displays across the United States and Canada.

Largest network of Digital Billboards in the United States with over 3,300 displays.

Chicago - 1198 Panels | Dallas - 508 Panels (Aprox)

OUTFRONT Media Inventory {Formerly CBS} (Billboards, Wall Murals, Panels, Transit etc...)

In Dallas/ Ft. Worth OUTFRONT reaches 96.5% of the CBSA Consumers weekly.

TIMES OOH Inventory (Billboards)

Chicago - 76 Billboard Panels available in Chicago

The average cost of \$5,481 per Billboard. | (CPM) will be roughly \$7.09

Reach 2,660,563 people within the city.

4,948,647 Weekly Impressions | 19,794,587 Monthly Impressions.

Dallas - 49 Billboard panels available in Dallas, TX

The average cost of \$2,910 per Billboard. | (CPM) will be roughly \$3.51.

Reach 1,216,337 people within the city.

2,262,386 weekly impressions | 9,049,546 Mo. Impressions.

CONCLUSION - Stationary AD -vs- The MOBILE AD

AD Trucks (Delivery type) Will Drive Past Several Hundred Stationary Ads a Day!

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Can reach 30,000-90,000 Impressions a day. | Approx 3.5 MM Impressions per month.

Most OTR Truckers are expected to cover 125,000 miles per yr. That's about 2,500 miles a wk, or 500 mi a day.

MOBILE AD Marketing



Our NEW MOBILE UNIVERSE

+

MOBILE

The Other MOBILE Media

MOBILE

AD More Mobile To Your Marketing

Mobile AD Marketing

The New Trend in American Marketing Combining the Online & Offline Worlds.



The MOBILE Matter

*Consumers Spend 11 Hours
Away from Home.*

*The Average
Time Spent With Media
by US Adults (18+) is
12 hours, 9 minutes per day.*

OOH Reaches 90-95% of the Population.



Created by Mobile AD Marketing and Daniel Sage (Media Broker)