



power digital messaging along path to purchase

“Digital is suffering a reality problem, and we want to show how OOH – a real, tangible and quantifiable medium – can drive consumers to digitally engage with brands.”

// **Stephen Freitas, OAAA**

“Mobile + OOH has the potential to revolutionize the medium and elevate the conversation brands are having with their consumers.”

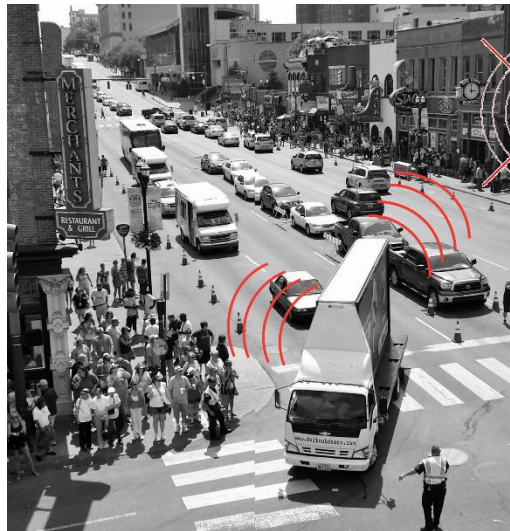
// **Mikhail Damiani, Blue Bite**

“Complementing mobile billboards with a beacon-triggered digital engagement is an attractive solution for advertisers looking to deliver more targeted and personalized experiences to their key audiences.”

// **Kevin Hunter, COO, Gimbal**

Using Bluetooth, Wi-Fi or NFC technologies, you can captivate an audience when and where they’re making purchase decisions by **engaging them with contextually-relevant, proximity-based** content. All digital messages are tracked, analyzed and quantified. Create an attribution model for your OOH advertising while driving deeper connections with your audience.

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Our unique True Proximity Targeting precisely aims your messaging to the exact target audience, considering both geography and demographics. We’re the only OOH media that goes exactly where you need to reach your consumers – in the real world and the virtual one.

▶ **Video: OOH Value Proposition – Amplify, Connect, Activate**



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