

# Transformation in the advertising industry

DOOH's positive impact on relevance



## What's Inside?

Advertising spending has been estimated to exceed over \$600bn by 2024, but who and what combination of channels is the most effective in achieving high ROI?

This white paper outlines the challenges brands face in the current online advertising climate and demonstrates how digital-out-of-home (DOOH) is the new frontier that can save your brand from getting lost in the sea of online ads.

Learn everything you need to know about these trending marketing topics:

- The major advertising crisis brands are facing today.
- Reasons brands are transitioning from online to DOOH.
- The importance of adding DOOH advertising to your marketing mix.

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