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One way to make sure that your advertising efforts are effective and if you made a good investment is when the sales of your business increases. The return on investment is very essential when it comes to advertising. And advertisers and Marketing And Advertising Agencies can gain higher ROI (return on investment) through out of home advertising.

Out of home advertising is the oldest form of advertising and it is a practice used by advertisers and marketers who advertise outside the peopleâ€™s homes. It includes billboard, bus, taxi, and train advertising. Outdoor Advertisement Agencies and advertisers can benefit a lot from this because it provides advertisements with a huge amount of exposure due to the fact that people spend most of their waking hours outdoors. It also allows advertisements to be near the point of purchase. When the advertisement is at the right place at the right time, it increases the advertisementâ€™s power of persuasion.

According to an independent research, out of home advertising can provide marketers with the ability to identify and focus their spending in the Designated Market Areas (DMAs) or geographic areas that provide the greatest response to their product and marketing efforts, in addition to its direct impact on sales. It has also been found that outdoor Marketing And Advertising has been shown to drive incremental sales lifts comparable to and often greater than other drivers. When out of home advertising is included in a media mix (a combination of advertising media for a campaign), not only does it provide observable sales lift but it also makes other media more effective. When the creative message in TV advertising is coordinated across outdoor advertising platforms, there is a significant higher sales lift. There is also a significant higher sales lift when it is combined with Radio advertising and there is a call to action. This is why advertisers and advertising agencies allocate out of home advertising between 5% and 25% of the total advertising budget.

And now, out of home advertising is being revolutionized by digital technology (such as outdoor digital media) and new outdoor measurements developments. It is expanding the industryâ€™s capabilities and game changing measurements which gives marketers and advertisers new tools to evaluate their delivery. By being able to measure outdoor advertising efforts, advertisers would be able to make the necessary changes to improve their campaigns. Not only is out of home advertising proved to have an impact on sales, there will also be a lot more opportunities and possibilities to expand its uses.

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