

## Not just a captive audience... but ACTIVE CONSUMERS!

### Active Consumers Are Key

Reaching them at the point of purchase and beyond is what place-based advertising does best. Research shows 70% of Americans have seen a digital display and 20% of them have made a direct purchase as a result.

theBITE offers extended dwell time, engages highly sought after demographic segments, and is equipped with geo-targeting capabilities. You will discover the active consumer is sitting right in front of **you** message.

**35%** will visit a retail outlet immediately following their experience

This week, they'll visit:

Grocery Store

**67%**

Pharmacy

**36%**

Mall

**36%**

Mass Merchandiser

**35%**

Movie Theater

**29%**

Home Improvement Store

**19%**

Electronics Store

**13%**



Reaching them at the Point-of-Purchase...



...and pointing them in the right direction.

**Our audience is actively consuming** the second they come in. The digital board at the point of sale is prime real estate. Brands in the financial, beverage and entertainment categories have had sound successes reaching their consumers here.