



STATE OF B2B OUT-OF-HOME ADVERTISING ADOPTION

**We asked 101 Senior B2B Marketers
about OOH Ads.**

Here are the assumptions, and reality, of why
you should consider this powerful marketing channel.

We asked 101 senior B2B Marketers about OOH advertising, and how this channel fits into their marketing mix.

B2B marketers have a blind spot. Out-of-home (OOH) advertising is dismissed as expensive, unmeasurable, and irrelevant to niche audiences.

The numbers tell a very different story:

46%

**OF B2B COMPANIES
ALREADY USE OOH.**

Adoption is strongest among mid-market companies, not just enterprise giants.

70%

**OF MARKETERS WOULD
CONSIDER OOH IF THEY
COULD MEASURE IT.**

Measurement isn't impossible, it's a problem that's already been solved.

52%

**OF MARKETERS BELIEVE
OOH CAN REACH THEIR ICP
EFFECTIVELY.**

The rest are either skeptical or under-informed, but they're not ruling it out.

77%

**OF MARKETERS ADMIT
THEY'D NEED AGENCY
SUPPORT**

The barrier is know-how, just like using SEO or other paid media expertise.

Perception has kept OOH overlooked in B2B marketing. In reality, it's right in front of us, ready to be more than just highway billboards.

The disconnect between B2B Marketing and OOH

Q.01

Ask a room of B2B marketers what they think about OOH, and it's likely you'll hear a flood of skepticism.

"B2B OOH advertising is difficult, cost-intensive and only hits a small portion of the audience who might be looking to buy the product. It's really about brand awareness with almost no direct conversion."

Kateri, Director Global Integrated Demand, 201-500 employees, SaaS

This cynical view is common. Yet when we surveyed 101 senior B2B marketers, we discovered OOH is already mainstream.

Almost half of the companies in the sample had run an OOH campaign in the past two years. Another 20 percent were actively considering it.

When marketers describe B2B OOH, their language reveals a fundamental misunderstanding of the channel's evolution.

"Words that come to mind: conservative, safe, stale, boring, situational, repetitive, rare, lack of ROI, regional."

Jonas, Head of Marketing, 51-200 employees, SaaS

What's fascinating here's what's fascinating: the same marketers who dismiss OOH as outdated are simultaneously admitting they notice it everywhere.

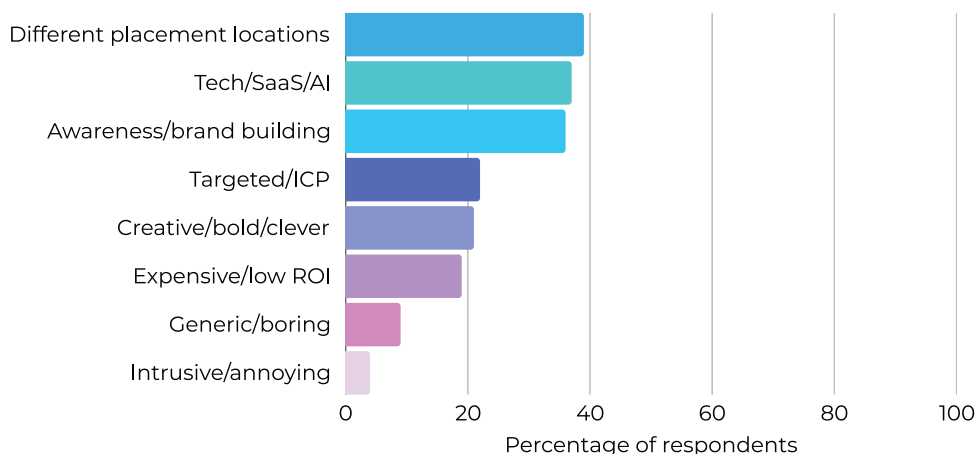
"I notice all OOH formats, but especially highway/freeway billboards, airport OOH, bus shelters (transit centers), murals, wheat pasting/guerilla etc. I pay less attention to smaller formats like elevators or taxi tops."

*Kira, VP of Corporate Marketing
Brand, 201-500 employees, SaaS*

The perception problem becomes even clearer when you examine what marketers associate with B2B OOH.

39% immediately think of placements: airports, transit, billboards, events. Another 37% jump to tech-heavy language about AI and SaaS. But a significant minority cut straight to the heart of the issue: they see OOH as generic, boring, and forgettable.

When you think of B2B OOH advertising, what words come to mind?



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Wynter
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"Possibly clever, ineffective, boring, not worth the money, intrusive, invasive, annoying, old form of media."

*Robert, Head of Digital Marketing
Demand Generation, 501-1000
employees, SaaS*

It's clear B2B OOH is suffering from a perception lag. The myths about cost, measurement, and audience fit haven't caught up to how the channel actually works today.

The reality is, OOH is programmatic, measurable, and precisely targeted.

There are a wide variety of outdoor ad formats at various price points beyond simply billboards that marketers could find opportunities with, if they knew the breadth and details.

That knowledge gap, not the channel, is the real problem. And until that changes, B2B OOH will stay underestimated.

The adoption reality: Who's actually using OOH

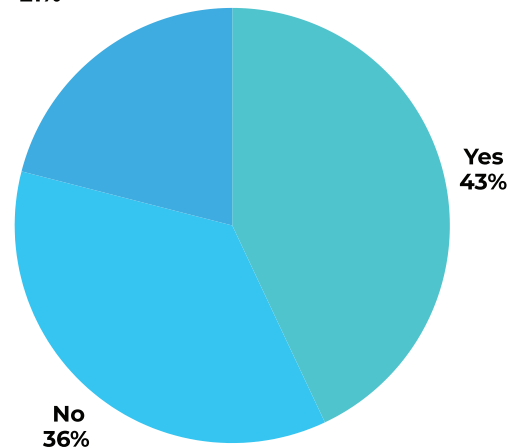
Q.02

Strategic OOH is not just for enterprise companies with massive budgets

When we asked the 101 B2B SaaS leaders if they're using OOH, we discovered that mid-market companies are leading the way. The adoption curve remains strong up through the 5,000-employee mark. Below 200 employees, engagement drops sharply.

**Have you run any
out-of-home (OOH)
advertising campaigns
in the past 2 years?**

Currently considering it
21%



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These active adopters are typically growth-stage companies with enough budget to experiment, flexible enough to move quickly, and realize there is a real-world gap in their advertising exposure. OOH gives them something digital-only marketing can't: physical presence that signals serious market leadership.

Budgets tell the story

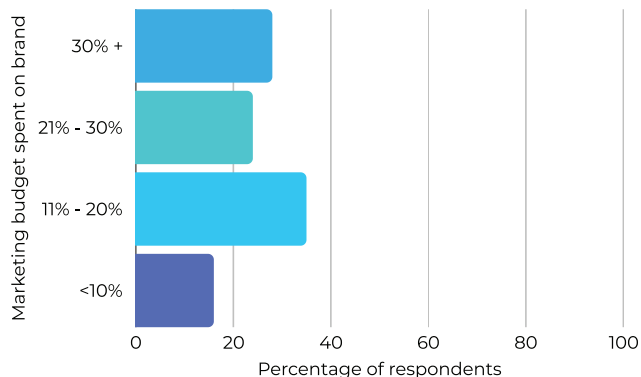
OOH adoption mirrors brand investment. 52% of marketers allocate more than 20% of their budget to brand awareness, and mid-market companies are the most aggressive.

"We would use OOH from a brand awareness perspective and account engagement strategy. For example: placing billboards next to target accounts we want to close."

Chris, Director Integrated Marketing, 201-500 employees, SaaS

The budget breakdown reveals clear patterns. Companies investing heavily in brand awareness are significantly more likely to use OOH:

How much of your marketing budget goes toward upper-funnel brand awareness?



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- 28% of respondents allocate 30%+ of their budget to brand awareness
- Mid-market companies (201-500 employees) show the widest distribution, with 16 companies dedicating 30%+ to brand
- Companies with minimal brand investment (<10% of budget) rarely touch OOH

This correlation isn't accidental. With the ability to measure results similar to performance marketing, OOH is fundamentally a brand play, and companies that understand brand building's role in B2B growth are naturally drawn to it. As budgets shift from pure performance to balanced brand/performance strategies, OOH adoption follows.

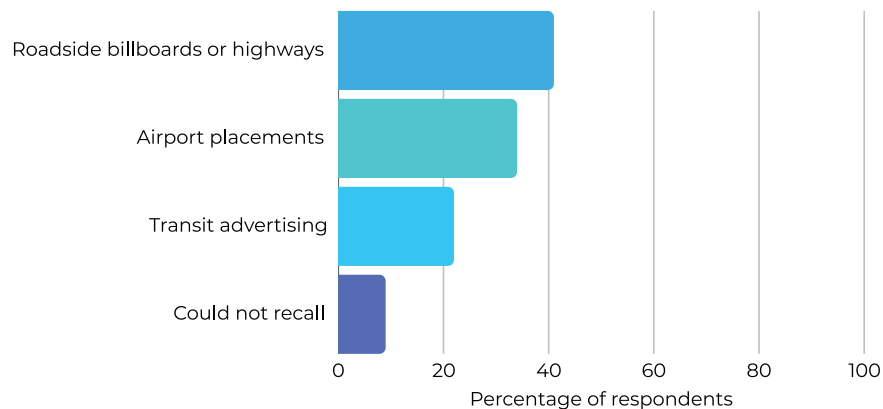
Companies that see brand as a growth driver are also the ones embracing OOH. They're recognizing that in B2B, brand is performance over the long term.

Science + Art = Placement + Creative

Q.03

We asked our sample, "What B2B OOH campaigns do you recall seeing in the last year?" The recall data paints an opportunity to combine quality creative execution with targeted media planning: marketers remember where they saw ads but struggle to remember who advertised.

What B2B OOH campaigns do you recall seeing in the last year?



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Here's how it breaks down:

- **41%** mentioned roadside billboards or highways
- **34%** recalled airport placements
- **22%** remembered transit advertising (subway, bus, train, taxi)
- **9%** couldn't name any B2B OOH campaigns at all

"I see lots of subway and bus ads for TV shows, but a few cool SaaS companies have done some cool subway ads, but I honestly don't remember which ones."

James, Global Director of Demand Generation, 201-500 employees, SaaS

"I saw some billboards in Silicon Valley, San Francisco but I don't remember which companies. I've heard of some companies doing wearable billboards at an AWS conference they didn't have a booth for but again don't remember which company. I think they were hot pink."

Jessica, CMO, 201-500 employees, SaaS

This pattern is repeated throughout the responses. Marketers remembered "tech billboards in SF" or "advertisements in taxis" but struggled to connect those memories to specific brands.

The lack of memory on creative runs deep. This isn't just one person's opinion. The pattern emerges across responses:

"Honestly, there aren't any B2B campaigns that stick out. They've all lacked creativity or connection and been more transactional."

*Matt, VP of Marketing Operations,
201-500 employees, SaaS/software*

"I couldn't name in retrospect a single vendor and associate them with the OOH campaign that they employed. None were sufficiently memorable."

*Joe, Chief Marketing Officer,
201-500 employees, SaaS*

The core issue here is that OOH earns attention by default, but without bold creative, that attention dies before it ever translates into brand memory. The few campaigns that did break through shared common elements: bold creative, contextual relevance, or integration with broader marketing moments.

Using data sources to find the best location where your audience lives, works, and plays is half of the battle to make sure the right person sees your ads. Being direct, concise and consistent with your creative execution addresses the second half to ensure the message sticks.

This is why we use an AI-powered tool to subjectively grade OOH campaign creative to make sure the messaging, logo placement and CTA give the optimal chance to be seen and remembered. Many marketing teams are not used to designing creative for OOH, which is why we've seen over 60% revise their creative based on our suggestions.

Making sure you know how to record success, like measuring organic search traffic in marketers who were exposed to OOH ads is one way to check if the messaging is resonating.

Busting the five big OOH myths

Q.04

Myth #1

Out-of-home ads are not measurable

77% of marketers said measurement was the reason they'd ruled out OOH.

"It's so hard to prove ROI—especially for B2B, as opposed to B2C where it's a little more translatable."

*Elliott, VP Of Marketing,
201-500 employees, SaaS*

The measurement concern dominated responses across company sizes:

"Loss of tracking effectiveness, not targeted audience, and expensive. They can work though, but you have to nail every piece of the strategy."

Jennifer, Chief Marketing Officer, 201-500 employees, SaaS

"Brand, awareness, competitive awareness, billboards, hard to track, awareness, moving to digital, difficult to target, noise."

Craig, Head Of Acquisition Demand Generation Field Marketing Partners, 1001-5000 employees SaaS/financial services

"It's expensive, complex, dated, not-technologically advanced, static, too broad, hard-to-measure, lagging behind the times."

David, Chief Communications Marketing Officer, 5001-10000 employees, SaaS

But here's the reality check: 70% would adopt OOH if they could measure its impact on search volume, direct traffic, or brand recall. The appetite is there, the education isn't.

"If we had solid ways of measuring it, sure, but I find that most places just measure it with UVPM (i.e. how many eyes saw the ad), and that just isn't helpful!"

*Eric, SVP Head of Marketing,
201-500 employees, SaaS/financial services*

OOH Reality:

The capability to measure OOH already exists, and its getting better and better.

The question that needs to come up early in the planning process, is what are the goals of your campaign? OOH offers several ways to align success or measurement depending on the focus.

Brands using OOH as part of an ABM campaign (yes, OOH is a great channel to target executive buyers on their commute paths) can measure success with shortened sales cycles from their target account list, number of meetings for their top prospects exposed to ads versus those who weren't, etc.

Marketers who use OOH ads for brand campaigns or as part of their field marketing event strategies can measure an uptick in branded search from locations where ads were present versus a control group.

Programmatic OOH platforms now integrate with digital analytics, allowing marketers to track lift in website visits, branded search, and even pipeline activity in the days following exposure.

The problem isn't measurability, it's education.

At OneScreen, we've found brands running OOH are reporting ROI satisfaction rates above 90%, with many seeing double- and triple-digit lifts in conversions, search traffic, and even revenue. These gains come from smarter planning and attribution (not counting eyeballs).

Today's OOH uses 100+ data sources to link exposure to digital signals like branded search, web traffic spikes, or pipeline acceleration. Case studies show brands driving a 222% lift in conversions or a 75% jump in brand search simply by aligning OOH with the right markets and moments. The problem is that too few B2B marketers know it's possible.

Myth #2

OOH won't reach our ICP

57% told us they have previously ruled out OOH because they didn't think it would reach the right audience.

The targeting skepticism runs deep:

"I think that B2B OOH is very unlikely to reach the right targets, depending on where it's placed."

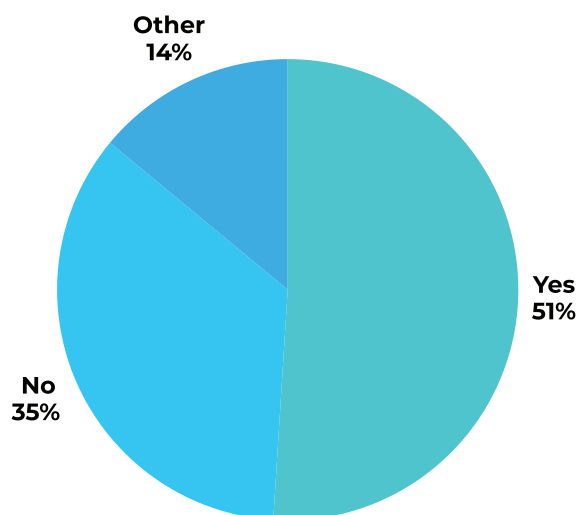
*Janik, Director of Marketing,
51-200 employees, SaaS*

"Difficult to target the right users. OOH is better for B2C."

*Justin, Chief Marketing Officer,
201-500 employees, SaaS*

But when asked directly about targeting capability: "Do you think OOH can be targeted to your ideal customer profile?" 51% said OOH can reach their ICP effectively, while 35% said no, and 14% were unsure.

Do you think OOH can be targeted to your ideal customer profile?



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The believers see OOH differently:

"Honestly, I view OOH as a strategic way to reach your audience in non-digital ways in which you can capture more attention."

*Tim, Demand Generation Director,
501-1000 employees, SaaS*

"B2B OOH is a great way to break through the overly cluttered marketplace but it should resonate with your overall brand voice and look to facilitate top of mind recall space."

*Salonee, Senior Manager ABM,
201-500 employees, SaaS*

The nuanced responses revealed the truth: OOH can reach ICPs, but B2B companies must look beyond generic billboards.

OOH Reality:

Targeting tools make it possible to start with your ICP and work backward: mapping where they live, commute, and gather, then placing ads in those exact contexts using a wide range of data sources. Geofencing, mobility data, and proximity buys around events, airports, or office districts turn OOH into a precision channel.

Think targeted ads in office elevators or mobile trucks parked outside your top 50 prospect's office HQ, with messaging talking specifically to your buyer. That precision will definitely get the meeting with your decision maker.

With attribution methods that connect exposure to branded search, traffic spikes, or even pipeline activity, B2B marketers can now prove their ICPs were reached. The capability is already there. The targeting barrier is an outdated perception, especially for B2B marketing.

Myth #3

OOH ads are too expensive

53% think OOH is prohibitively expensive. The cost concern appeared across responses:

"It's expensive, large, spray-and-pray, untargeted, for Fortune 500, there's no ROI and it's hard to measure success."

Starza, Global Head of Demand Generation, 501-1000 employees, SaaS

"I see OOH as expensive, poorly targeted, no measurable ROI, high budget, and more general message vs. targeted message."

Joe, Chief Marketing Officer, 201-500 employees, SaaS

"It's billboard and bigger budgets. For larger ICP audiences and broader market appeal."

Matt, VP Marketing, 201-500 employees, SaaS

The perception of high cost often came bundled with other concerns. Marketers see OOH as a package deal: expensive and unmeasurable and poorly targeted. This compounding of concerns makes the cost objection harder to overcome.

OOH Reality:

Digital OOH has made the channel far more flexible and affordable. Marketers can now buy shorter runs, rotate creative, and test campaigns without locking into month-long billboard contracts.

Working with OOH experts helps avoid the time-consuming back-and-forth with vendors while helping plan campaigns within your budget and with better, pre-negotiated rates than buying direct.

At OneScreen, we've seen strong returns on modest investments: one multi-city campaign delivered over a 280% lift in conversion visits without enterprise-level budgets.

OOH doesn't have to be expensive, it has to be smart.

Myth #4

OOH is only for enterprise brands

A quarter of marketers believe OOH is only for big logos.

"They're expensive and I associate them with large name brand companies."

*Kendal, Senior Director
Demand Generation, 201-500 employees,
SaaS*

This enterprise association with OOH appeared repeatedly:

- "Generally also think B2C"
- "Fortune 500"
- "I associate them with large name brand companies"

However, what looks like an enterprise flex is often a mid-market growth play, done smarter, not bigger.

OOH Reality:

Mid-market firms are already running campaigns that look enterprise-level without the budgets to match. By mixing formats like digital billboards, transit ads, taxi-top-pers, and buying programmatically, smaller companies can stretch spend and still dominate the spaces their ICPs move through.

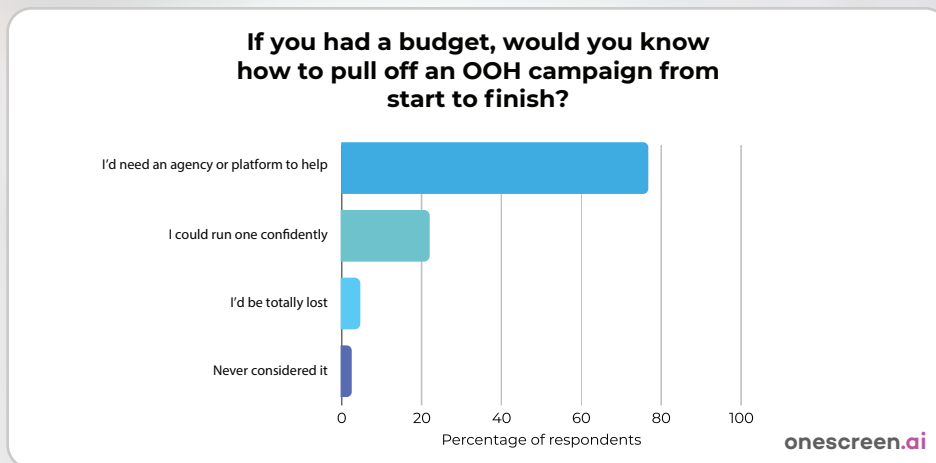
Campaigns run through OneScreen have delivered triple-digit lifts in conversions and brand recall on modest budgets. Some have used OOH to plant a flag when they raise their Series A round, delivering the real-life appearance that they are on the way up (and bigger than potentially assumed). Mid-market brands who sell to a wide ICP have used strategically placed OOH ads in secondary markets to show up big, capturing market exposure offline where competitors aren't.

These examples prove OOH is all about smart execution (not company size).

Myth #5

We don't know how to run an OOH campaign

77% say they'd need an agency or platform to execute an OOH campaign. 6% said they'd feel "totally lost." Both highlight the need for specific OOH planning expertise and a lack of bandwidth.



"It requires creative talent that can span beyond digital."

*Kira, SVP Global Marketing,
1001-5000 employees, SaaS*

Judging from their responses about OOH, it's clear marketers think they know what good OOH looks like, but they lack the specific expertise to execute finding the right locations and mix of OOH formats, as well as what the creative should say or show. They understand that building and executing an OOH strategy takes a great deal of time and expertise.

Only 22% felt confident running a campaign independently, while 3% had never even considered it. The pathway forward is clear: start with partners, then scale internal know-how.

OOH Reality:

Executing a targeted and measurable OOH campaign takes equal parts industry knowledge, relationships with vendors to have access to prime real estate at pre-negotiated rates, and lots of operational execution to make sure the campaign runs on time, on budget, and on target. Partnering with companies focused on delivering successful OOH campaigns will save time, marketing budget and deliver impactful advertising aligned with digital channels.

Channel reality check: Where OOH fits

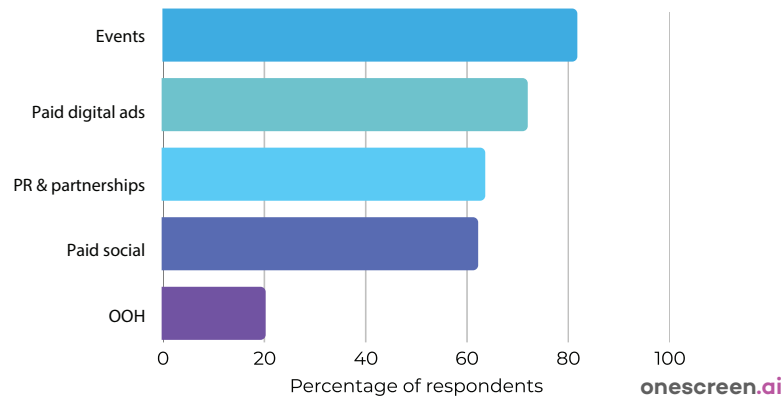
Q.05

We asked marketers: “When it’s time to “go big,” what channels do you grab first?”

OOH didn’t always come first, but that’s the point. It works best as the amplifier, multiplying the impact of the channels that do.

The channel preference data reveals a clear hierarchy:

When it’s time to “go big,” what channels do you grab first?



Interestingly, several of those “go big” channel answers are where OOH shines. With event marketing “back” in a big way, there may not be a bigger place to “go big” than at conferences.

Several marketers pushed back on “going big”, and quite rightly so, as channels must work together in order to create maximum impact.

"I don't think about marketing campaigns or pushes as 'go big' - it's about an orchestra of things."

*Robert, Head of Digital Marketing
Demand Generation, 501-1000 employees, SaaS*

It's this orchestration mindset is where OOH finds its place. OOH's biggest strength in its ability to extend and elevate whatever else you're doing. It's not about picking OOH over events, digital, or PR, it's about making each of those channels work harder by integrating OOH into the mix.

Here's how OOH amplifies the channels marketers already rely on most:

OOH + events:

By placing ads in hotel lobbies, transit hubs, airports, everywhere attendees move, it both builds buzz before the event and reinforces presence during and after.

OOH + digital:

By linking offline exposure to digital experiences through QR codes, custom URLs, OOH companies can retarget some users who've seen physical ads. The aim is to make OOH lead into digital touchpoints, not remain siloed.

OOH + PR & social:

Building campaigns with spectacle or visual hooks" that are made for shareability help campaigns get extra mileage. The physical and experiential part drives earned media, and online sharing amplifies reach.

OOH Reality:

The 22% adoption rate for "go big" moments undersells OOH's actual role. When B2B marketers realize that OOH multiplies the impact of their primary channels rather than replacing them.

With AI-driven OOH campaign planning now layered in, the effect is even stronger. By using mobility data, traffic patterns, and event schedules, modern OOH pinpoints when and where to show up, filling gaps in the funnel that digital alone can't cover. The 22% adoption rate for "go big" moments undersells OOH's actual role. When B2B marketers use strong, creative OOH as the amplifier, events feel bigger, digital campaigns perform harder, and PR moments travel further.

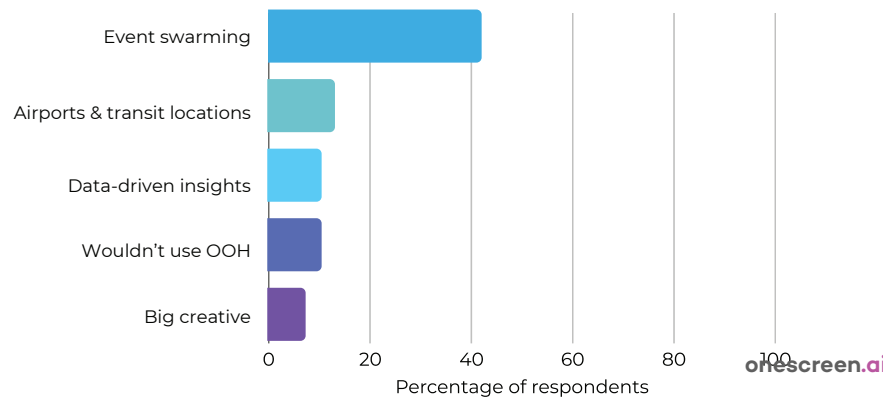
And now, with AI-driven planning layered in, the effect compounds. By using mobility data, traffic patterns, and event schedules, modern OOH pinpoints when and where to show up, filling funnel gaps digital can't reach. The result is true orchestration with OOH as the multiplier that turns good campaigns into memorable ones.

What marketers really want from OOH

Q.06

Behind the skepticism, there's ambition. When asked how they'd use OOH if nothing held them back, marketers described big, ambitious plays.

If budget and know-how weren't blockers, how would you use OOH for your next big launch or event?



Event swarming is the dominant vision

42% want to use OOH to swarm events. They want to own the conversation before, during, and after major industry gatherings.

Here's how they imagine it:

"I'd want to swarm certain industry events where I know our ICP is and take over the entire area and ensure that our brand is front and center, and remembered well after the event."

Matt, VP Marketing,
201-500 employees, SaaS

"We would use it to plaster hotels, surrounding areas, cars, ubers, airport, and more with our ads at key tradeshows. Basically, make it where you would HAVE to see us."

Jeffrey,
Head Of Demand Generation,
201-500 employees, SaaS

"I would use it in conjunction with specific industry events to canvas an entire town so our message wouldn't be missed."

Mark,
Senior Director Campaign
Planning, 10,000 employees,
SaaS

Airports and transit equal credibility

13% want to focus on airports and transit hubs. Why? These locations offer something unique: captive professional audiences who are often in a business mindset and signalling market legitimacy.

"I really want to do an airport takeover at JFK before Cannes Lions next year to drive brand awareness and engagement for our activation on the ground."

*Sarah,
VP Corporate Marketing
at a 201-500 employee SaaS/
computer & network security*

"I would advertise in airports, as I believe that would provide the best opportunity to reach my target audience. I would focus on regions where most of my customers have decision makers."

*Brandon, Chief Marketing
Strategy Officer,
201-500 employees, SaaS*

"It can help legitimize a tech company. Make it seem more real, more tangible. More stable, even."

*Chris, Director of
Demand Generation,
1001-5000 employees, SaaS*

Big creative ambitions

As expected, some marketers fantasize about Times Square takeovers, projection mapping, and viral stunts (7%).

A further 14% dreamed of more creativity, "brand moments" and brand awareness

"I think OOH is one of the most powerful mediums, and is becoming more accessible and easier to use with the spread of DOOH. I like to make sure OOH creative is contextual, for either the placement or the market, or both. Ideally there's also some sort of interactive component with the OOH (outside of a QR code!) that let's people really remember your creative, or something that makes it sharable worthy."

*Heather, VP Of Brand Integrated Marketing,
1001-5000 employees, SaaS/software; consumer services*

"I'd want to go all out. Billboards, Times Square, and airports. Almost like a Super Bowl ad—it's more about the surround of the ad than the ad itself."

*Matt, Chief Marketing Officer,
201-500 employees, SaaS*

"I'd figure out how to make a bold brand moment that both grabs attention and creates a positive association for the brand."

*Sarah, Sr Director Demand Generation,
1001-5000 employees, SaaS/software*

Data-driven OOH: The analytical approach

10% of marketers envision their OOH usage as a precision instrument rather than a broadcast medium, focusing on programmatic buys, audience targeting, and geo-fencing.

"Yes, but in a targeted manner. We'd have to determine the locations that the highest % of our ICP frequent and focus our efforts there."

*Ryan, Director Of
Demand Generation,
201-500 employees, SaaS*

"I would put placements in key geos, and ensure heavy up in digital marketing in those regions as well. Have it share more of the brand story."

*Karene,
Interim Head Of Marketing,
201-500 employees, SaaS*

"Geo targeting where my audience is (IE my competitors conferences), digital (to limit ad duration), ideally with some way to engage (QR Codes or SMS numbers), visually engaging (motion)."

*Craig, Head Of Acquisition
Demand Generation Field
Marketing Partners,
1001-5000 employees, SaaS*

This analytical group represents the future of B2B OOH, marketers who see outdoor advertising as a targetable channel that can be optimized, measured, and integrated into sophisticated go-to-market strategies.

The skeptics remain

Not everyone is sold. About 10% of marketers said they wouldn't use OOH even with unlimited budget and expertise.

"We are a global company and we market to IT managers and developers. We don't have one or two locations that are better for us. So to do it right I'd have to go globally and that would make my campaign extremely expensive. Looking at our revenue and ARR, there is no way I could justify it."

*Adj, VP Of Growth MarketinG,
201-500 employees, SaaS*

"I don't think we would. It would have to be very targeted & our target market is so small it wouldn't make sense for us."

*Ashley,
Director of Marketing Operations,
201-500 employees, SaaS*

OOH Reality:

Some of these ambitious ideas are actually very achievable, maybe at a smaller scale. A full airport ad takeover in one of the largest hubs will absolutely be expensive. But strategically placed ads, say in the one baggage terminal where data shows most conference attendees fly into, is more targeted than spray and pray.

There are major landmark inventory options like ads in Times Square which will get a lot of social media exposure if you bring your top clients for an employee appreciation campaign to take photos in front of your ad. The variables depend on how long you want to run it, time of year, how much lead time was given and several others.

For those who remain unconvinced, their objections reveal an important truth: OOH isn't universal. Global audiences, narrow ICPs, and PE-driven ROI demands are legitimate disqualifiers.

For everyone else, the barrier isn't necessarily the channel, it's outdated thinking about what today's OOH can do.

The future belongs to marketers who see OOH as part of an omnichannel strategy, one that's measurable, targetable, and, when the creative lands, impossible to ignore.

Making OOH work for B2B Marketing

Q.07

**OOH works when it's deliberate.
The next move depends on where marketers are in the adoption journey.**

For skeptics: Address the core concerns

Skeptics need proof. Their concerns are legitimate and specific:

Measurement anxiety:

"It's so hard to prove ROI."

*Elliott, VP of Marketing,
201-500 employees, SaaS*

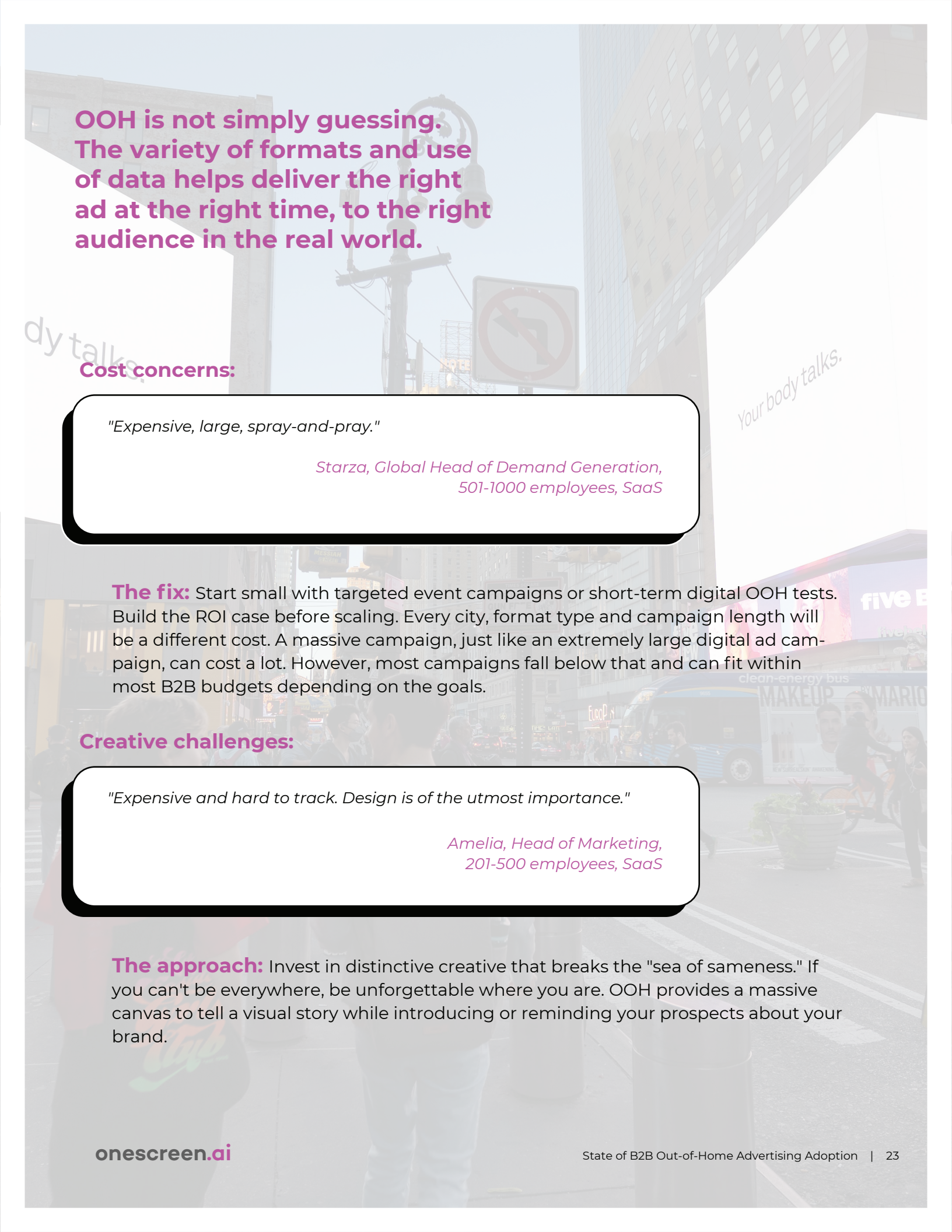
The solution: Start with clear KPIs tied to business outcomes. OOH experts can help you align the campaign to goals, like tracking branded search lift, conference lead spikes, and pipeline influence in focused geographies or target account lists. Control markets can establish baselines. OOH can be measured, but you need a plan and expertise on how to measure it that ties to ROI.

Targeting doubts:

"B2B OOH is very unlikely to reach the right targets."

*Janik, Director of Marketing,
51-200 employees, SaaS*

The answer: When using over 100 data sources to narrow down the locations of an OOH campaign, you'd be surprised at how dialed in OOH ads can be. OOH ads in ABM campaigns can be placed directly on the commute paths of your buying committee. Events guarantee ICP density. Airport lounges filter for business travelers. OOH experts can work backwards from your target account or customer lists to identify the cities with a high concentration of look-alike businesses, placing ads where the right eyeballs will see your brands.



OOH is not simply guessing.
The variety of formats and use
of data helps deliver the right
ad at the right time, to the right
audience in the real world.

Cost concerns:

"Expensive, large, spray-and-pray."

*Starza, Global Head of Demand Generation,
501-1000 employees, SaaS*

The fix: Start small with targeted event campaigns or short-term digital OOH tests. Build the ROI case before scaling. Every city, format type and campaign length will be a different cost. A massive campaign, just like an extremely large digital ad campaign, can cost a lot. However, most campaigns fall below that and can fit within most B2B budgets depending on the goals.

Creative challenges:

"Expensive and hard to track. Design is of the utmost importance."

*Amelia, Head of Marketing,
201-500 employees, SaaS*

The approach: Invest in distinctive creative that breaks the "sea of sameness." If you can't be everywhere, be unforgettable where you are. OOH provides a massive canvas to tell a visual story while introducing or reminding your prospects about your brand.

For curious marketers: Smart entry points

Inquisitive marketers and advertisers need clear first steps. They're convinced of the opportunity but unsure where to begin. These leaders have the right ideas:

Event pilots make perfect test cases:

We attend two big conferences every year, and I've always wanted to do an OOH brand takeover at the train station or airport closest to the venue. Or wrapped taxis doing pick ups at the venue."

*Dana, Director of Demand Generation,
51-200 employees, SaaS*

Set up measurement before launch:

"I would have custom CTAs like landing pages, phone numbers etc so we would possibly be able to track any ROI."

*Hannah, Director of Demand
Generation Content Marketing,
501-1000 employees, SaaS*

Integration is everything:

"I think OOH could complement marketing efforts tied to various events, such as the annual HIMSS conference, where our company has a strong presence."

*Tim, Demand Generation Director,
501-1000 employees, SaaS*

Choose your execution model:

With 77% needing support, the agency versus platform decision is critical.

Agencies bring creative expertise and media relationships. Platforms offer self-service flexibility and real-time optimization. Start with whichever matches your team's strengths.

For experienced adopters: Scale and sophistication

The experienced need to level up. They've proven OOH works, now it's time to maximize impact. Here's what that looks like:

Multi-city orchestration:

"Launch a campaign that feels like it's everywhere my customers (and ideal prospects) are - max presence via traditional and digital advertising in urban centers, airports, industry events, mobile advertising, hotel advertising (key cards). Run them leading up to, during and after key events."

*Brian, VP of Marketing,
201-500 employees, SaaS*

Multi-city orchestration:

"Leverage Data-Driven Personalization: Use programmatic DOOH to serve tailored messaging based on time of day, weather, or audience demographics."

*Salonee, Senior Manager ABM,
201-500 employees, SaaS/software*

Creative that commands attention:

"Definitely to do something out of the ordinary, attention grabbing and unique that connects with our core audience. Gone are the days of boring bill board. My objective would be to make memorable moments and connections to my brand."

*Vivian, Head of B2B Product Marketing,
201-500 employees, SaaS*

Attribution modeling that works:

Connect OOH exposure to pipeline progression. Use mobile location data to identify exposed accounts. Track search behavior shifts in OOH markets. Build multi-touch attribution models that give OOH proper credit.

Rethinking OOH: What the data demands

Q.08

The data reveals an industry at an inflection point: adoption is already high, appetite is even higher, and the obstacles are solvable. What's missing is education and evolution.

What we've learned

OOH is under-valued. With 46% adoption but only 22% considering it for major campaigns, there's a massive perception-reality gap. It's a mainstream channel in hiding.

Mid-market leads the way. Companies with 201-5,000 employees are proving that OOH isn't reserved for enterprises. They're using it strategically, tied to events and integrated with digital, showing the path forward for others.

Measurement is the unlock. The jump from 46% current adoption to 70% potential adoption hinges entirely on measurement. The technology exists, programmatic platforms, attribution modeling, lift studies, but marketers don't know about it.

Integration is the multiplier. OOH delivers most when paired with digital and events. The marketers getting results are using OOH to amplify everything else.

Creative quality is the differentiator. In a "sea of sameness," bold creative that helps readers align with your brand is essential. The few remembered campaigns all shared one trait: they didn't look like typical B2B advertising.

Recommendations for marketers to take advantage of OOH advertising

01 Embrace, don't dismiss OOH. The data is clear: your competitors are already using it. Treat OOH ads as a growth lever, and a brand execution in one. Start with a pilot tied to your next major event or ABM campaign.

02 Prioritize measurement frameworks. Before you buy a single billboard, establish how you'll measure success. Tie OOH to digital signals: search volume, direct traffic, branded queries, and pipeline acceleration in target markets where your audience is exposed to OOH campaigns.

03 Start with event-based pilots. Events solve the targeting problem instantly. Your ICP is gathered in one place at one time. Use OOH to own the conversation before they even enter the venue.

04 Invest in creative differentiation. If your OOH looks like every other B2B ad, you've already failed. Be bold, be memorable, or be forgotten.

05 Use OOH as a hybrid channel. Stop thinking of OOH as separate from digital. QR codes, custom URLs, retargeting pixels, and social amplification turn physical impressions into digital engagement.

Why it's time to stop ignoring OOH

As one VP of Corporate Marketing explained:

I love the idea of targeting my audience where they work or learn, such as conferences."

They're not alone. The desire is there. The budget is there. The opportunity is there. What's missing is the bridge between B2B marketers' ambitions and OOH's current capabilities.

B2B marketers who keep clinging to myths will stay invisible outside their digital feeds. The ones who embrace OOH will be remembered in the places that matter most, on the streets, in the airports, and at the events where deals are actually made.

The data doesn't lie: OOH isn't dying in B2B, it's hiding. And for the marketers brave enough to go for it, it's waiting to transform their brand from invisible to unforgettable.

Ready to get started?

Let's Talk