# digital TSA m

# / performance and flexibility

### **OUR OFFER**

**148** digital screens

**4M+** daily impressions

- **5** strategic networks
- **3** major markets:
- Montreal CMA 💡
- Quebec City CMA (Lévis) 💡
- Sherbrooke CMA 💡

#### **FLEXIBILITY**

- Quick update of visuals
- Infinite creative concepts
- Contextualization according to a multitude of variables (time, weather, customer database, etc.)

#### PERFORMANCE

#### **AWARENESS**

47%

of Ouebecers notice outdoor advertising every week

## CONVERSION

**62%** 

of Quebecers exposed to digital OOH advertising take **action** on their mobile device

#### PROXIMITY

93%

close to residential areas

84% close to parks



TTELUS

**AVAILABLE IN PROGRAMMATIC BUYING!** 

Sources: OAAA/Nielsen, Digital Street Level OOH engages consumers and drives action, Spring 2020 //OpenStreetMap, RTL, STL. Nearby = 500m1 // COMMB 2022 // Vividata, Fall 2021, 18+, province of Quebec French.