

17%

ARE SENT TO
SELLERS WITH
OUT-OF-DATE
INVENTORY

UPDATED INVENTORY GETS 50% MORE RFPS¹

MANY BENEFITS COME TO
OOH MEDIA SELLERS WITH CURRENT
AND COMPLETE INFORMATION:

SEARCH

ENTIRE INVENTORY LISTINGS
HELP ENSURE NO MISSED
BUSINESS OPPORTUNITIES

MAPPING

PRECISE LOCATIONS ALLOW
BUYERS TO VIEW INVENTORY
IN STREET VIEW AND MAPS

SAVED TIME

ACCURATE ASSET DETAILS
ALLOW SELLERS TO QUICKLY
AUTOFILL RFP RESPONSES

BOTTOM LINE:

➔ **CREDIBILITY**

STAYING UP-TO-DATE IS THE
BEST WAY FOR A SELLER TO
PROVE RELIABILITY

83%
OF RFPS

ARE SENT TO SELLERS
WITH UP-TO-DATE
INVENTORY²

Based on DOmedia database

¹In the year following an inventory update, on average

²Sellers that have updated inventories in the past year