

## DRIVES LOCAL DIGITAL OUTDOOR ADVERTISING BUYS FOR BOARD OWNERS

Fliphound users are searching for local digital billboard inventory with the intent to spend money, and they're using Fliphound to decide where to do it. Fliphound's has thousands of average monthly unique visitor (ad buyers), that's a lot of spending power channeled through Fliphound.

### Who Uses Fliphound?

89% LOCAL DIRECT - 11% NATIONAL

85% NEW TO OUTDOOR ADVERTISING

92% WOULD RECOMMEND FLIPHOUND

**\$1,585** AVERAGE ADVERTISER BUDGET

### Top Industry Categories

 Marketing or Ad Agency	11%
 Media & Entertainment	8%
 Construction & Home Improvement	4%
 Real Estate	4%
 Retail	4%
 Healthcare (Hospital or Medical)	4%
 Automotive	4%
 Consumer Goods & Services	3%
 Food & Beverage	3%

**89%** OF ADVERTISERS BUY DIRECT

### Why Do Advertisers Use Fliphound?

**71.5%**

OF ADVERTISERS VISIT FLIPHOUND WITH A BUDGET AND INTEND TO BUY - FLIPHOUND IS NOT AN RFP SITE.

### How Do Advertisers Find Fliphound?

**67%**

OF ADVERTISERS COME FROM ONLINE SOURCES

THESE ADVERTISERS REPRESENT

**81%**

OF BUDGETED DOLLARS ON FLIPHOUND.

### Fliphound Network Profile

- 730+ Digital Billboards
- 40+ State Footprint
- 4th Largest Digital Network
- Digital Only Focus
- Nationally ranked website

### Where are Fliphound Advertisers?

CALIFORNIA	7.1%	MINNESOTA	2.9%
FLORIDA	6.8%	ILLINOIS	2.8%
TEXAS	6.5%	MICHIGAN	2.6%
KANSAS	6.4%	PENNSYLVANIA	2.6%
GEORGIA	6.3%	COLORADO	2.3%
NORTH CAROLINA	3.8%	OTHER STATES	46.4%
NEW JERSEY	3.6%		

### When Do Fliphound Advertisers Buy?

**75%** WANT TO BUY WITHIN 90 DAYS

