

SINKSIDE

WHY SINKSIDE?

Programmatic DOOH is the most effective channel for modern brands. Here are the top 10 reasons why Sinkside delivers better than anyone else.

73% Unmatched Favorability

Highest consumer favorability of any medium.

SINKSIDE EDGE:

98% positive sentiment in our distraction-free restroom environments.

76% Exceptional Action

Viewers take action at rates 100x higher than digital.

SINKSIDE EDGE:

'Scan & Land' tech removes friction for instant conversion.

90% Superior Recall

Undistracted viewing leads to massive recall.

SINKSIDE EDGE:

30+ seconds of captive attention for deep brand imprinting.

98% Massive Reach

Reaches nearly everyone, complementing digital.

SINKSIDE EDGE:

Dominating high-traffic venues in Tampa, Boston, & Mexico City.

100% Unblockable

The only medium immune to ad blockers.

SINKSIDE EDGE:

You can't swipe away a mirror. Guaranteed visibility.

1:1 Precision Targeting

Target by location and context without cookies.

SINKSIDE EDGE:

Exact gender targeting (Men/Women) + Venue Vibe matching.

93% Proven ROI

Viewers visit advertised businesses.

SINKSIDE EDGE:

Immediate 'See It, Want It, Get It' loop near retail locations.

3x Cost Effective

Lower effective CPMs with higher engagement.

SINKSIDE EDGE:

Prime-time TV engagement at Out-of-Home prices.

Live Real-Time Agility

Instant creative updates based on triggers.

SINKSIDE EDGE:

Change offers based on weather, time, or events instantly.

31% Explosive Growth

Fastest growing ad channel globally.

SINKSIDE EDGE:

Modernizing the oldest ad form with cutting-edge tech.