



OOH: the highest-ROI channel in luxury.

New econometrics data from Independent Marketing Sciences shows Out-of-Home returns £12.80 for every £1 luxury brands spend — nearly 3× the category average across 24 channels.

12.8×

Average OOH ROI for luxury brands

£12.80 returned for every £1 invested.

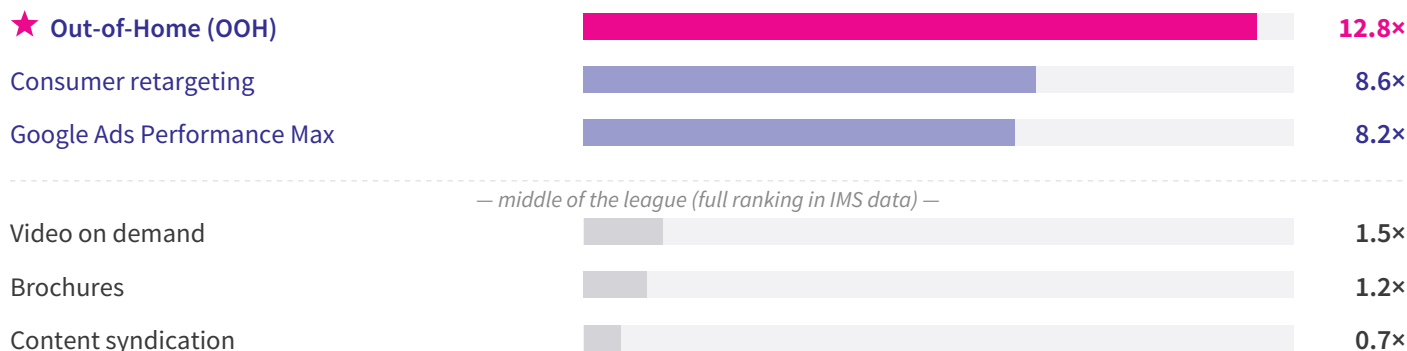
 **4.7×** Luxury-category average
across all 24 channels measured

 **270+** IMS campaigns analysed
over the past decade

 **2×** Luxury OOH spend growth
2019 to 2023 (Vivvix ad-spend data)

ROI league table — luxury brands, by channel

Average revenue returned per £1 spent. IMS analysis of 270+ campaigns across 24 channels.



What this means for planners

01

Lead with OOH in the luxury mix

OOH beats the top digital performers — retargeting (8.6×) and Performance Max (8.2×). Under-weighting it is a measurable opportunity cost.

02

Don't over-index on performance

IMS warns heavily conversion-led activity risks eroding luxury appeal. OOH delivers fame and ROI in high-impact, brand-safe environments.

03

The category is already moving

Luxury OOH spend nearly doubled between 2019 and 2023 (Vivvix). 86% of audiences exposed to luxury OOH engaged with the brand online (JCDecaux).

A heavily performance-driven, conversion-led approach risks brands undermining their own appeal. Out-of-Home can, through exclusive, high-impact environments, drive brand awareness, fame and an exceptional ROI — without the pressure of immediate conversion.

Alex Vass, Founder & CEO, Independent Marketing Sciences (IMS)

ABOUT THE DATA

IMS econometric modelling isolates channel effectiveness by controlling for seasonality, promotions and macro factors — 270+ campaigns, 24 channels, past decade. OOH also ranks top for utilities & infrastructure (9.1×) and OTC pharma (4.8×).

FURTHER READING

- Outsmart — original announcement
- Marketing Report — coverage
- AV News — industry analysis
- IMS — about the agency

READ THE FULL FINDINGS

outsmart.org.uk

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with Route audience data
route.org.uk

