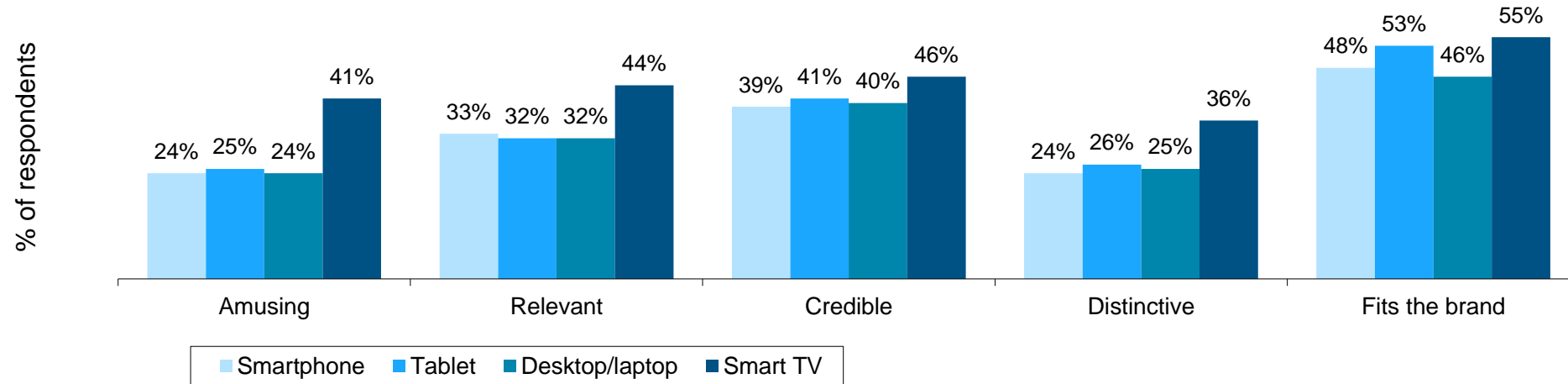


When ads on big screens make a difference



Message assessment



Effect on funnel

