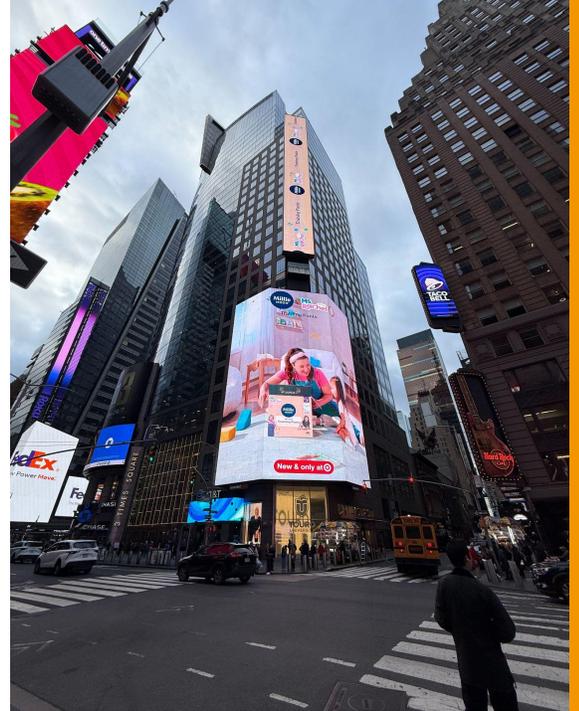


1st Party Data for DOOH Targeting & Measurement

Place Exchange enables marketers to onboard and integrate 1st party custom data sets to target DOOH media and attribute outcomes to exposed consumers.



1st Party Audience Targeting

- Overlay your 1st party audience data across any DOOH environment to identify the precise screens that will reach your target consumers.
- Data can be onboarded directly via Place Exchange or via a data collaboration platform to share relevant data segments for privacy-compliant matching:

Let us know if you have a different data partner you would like us to use!

1st Party Outcomes Measurement

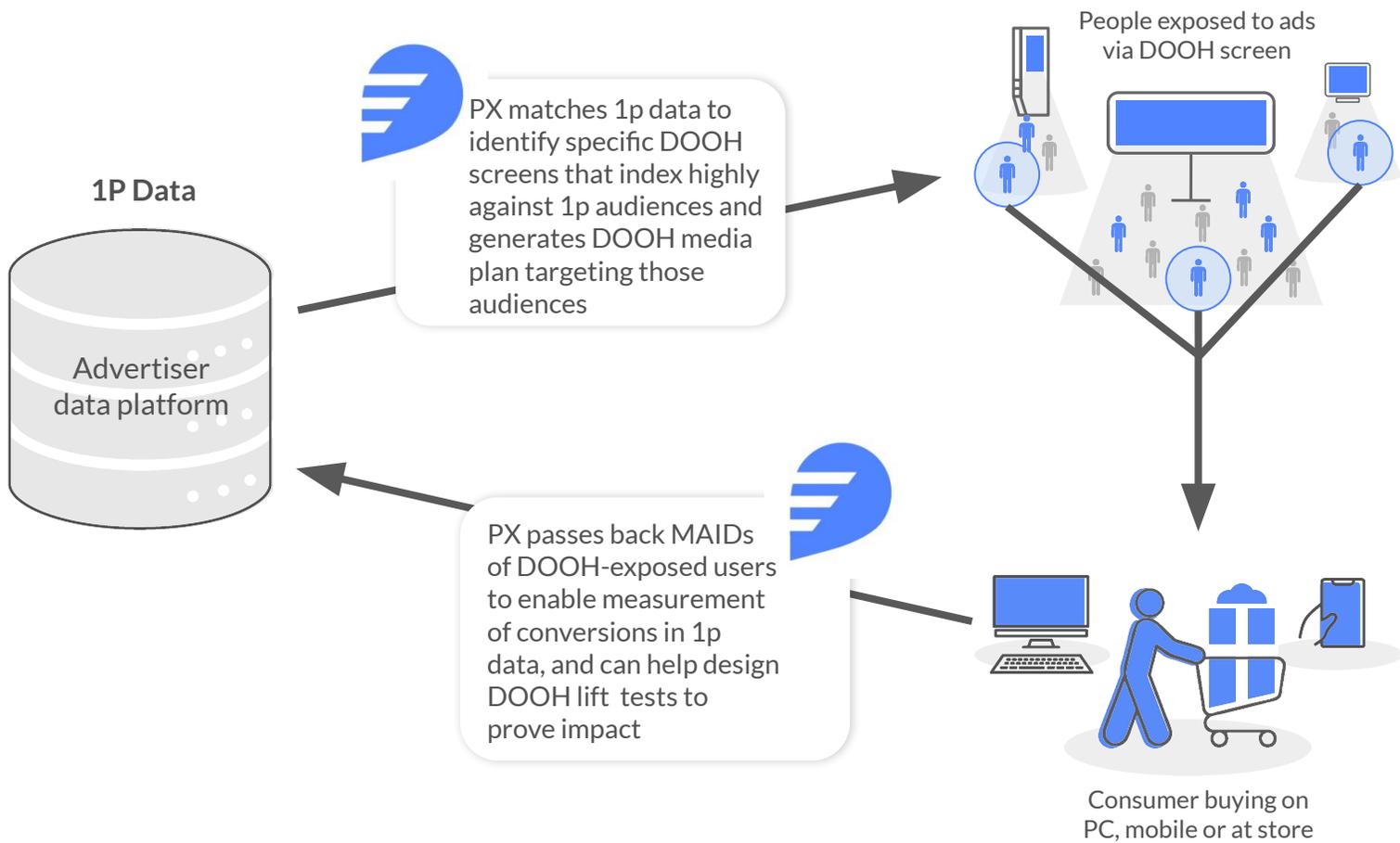
- Utilize Place Exchange's device-level exposure data (MAIDs) to enable a direct, 1-to-1 deterministic link between DOOH ad exposures and purchases.
- Include additional DOOH metadata to further enhance measurement insights by geo (zip, city, DMA, State), creative ID, campaign ID, seat ID, ad group ID, venue category data, and more.
- Wide support for data delivery options, with custom file definition and export cadence via data sharing partners:



Google Cloud



snowflake



Get started with PX

1p Data Onboarding Services:

- Pass 1p audience data into PX for screen-level indexing and custom deal creation to target 1p audiences in combination with other desired targeting criteria.

Free passback of DOOH-exposed MAIDs to enable measurement of conversions

- PX can send exposed MAID data to any desired endpoint, including 1st party systems or designated 3rd party endpoints (e.g., measurement/attribution/analytics partners).

Measurement Consultation Services

- Leverage PX's Data and Analytics team to define bespoke outcome measurement strategies (such as pre-test calibration, matched-market testing, incremental lift studies, etc.) for any metric - brand awareness, website visitation, foot traffic, app downloads, online or offline purchases, and more!