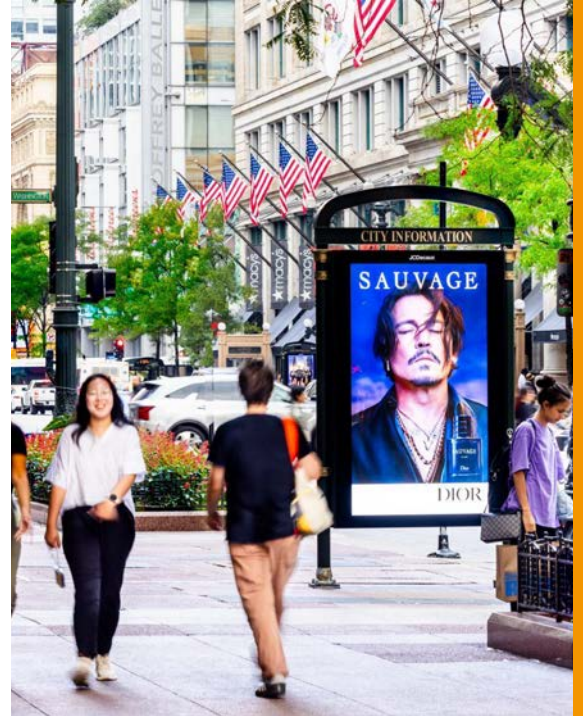


# Measure the full-funnel impact of programmatic OOH

Place Exchange enables marketers to perform digital attribution and decisively measure impact - from brand lift and engagement metrics, down to performance and conversion metrics.



## Metrics supported

### Branding

- Brand awareness and affinity
- Brand/ad recall
- Purchase intent

### Engagement

- Ad interactions (ex. QR code scans)
- Foot traffic
- Tune-in

### Online & Offline Conversion

- Online purchases
- In-store purchases
- ROI / ROAS
- Script lift, and more

## Support for a wide spectrum of DOOH measurement solutions

*This is a sample set of 3p measurement partners we've worked with. Place Exchange can recommend the right measurement partner for your needs or easily integrate with your existing/preferred partner(s).*



## Requirements

Measurement studies typically require 1-2 weeks lead time for setup prior to campaign launch. Please reach out to [sales@placeexchange.com](mailto:sales@placeexchange.com) with your request.

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more