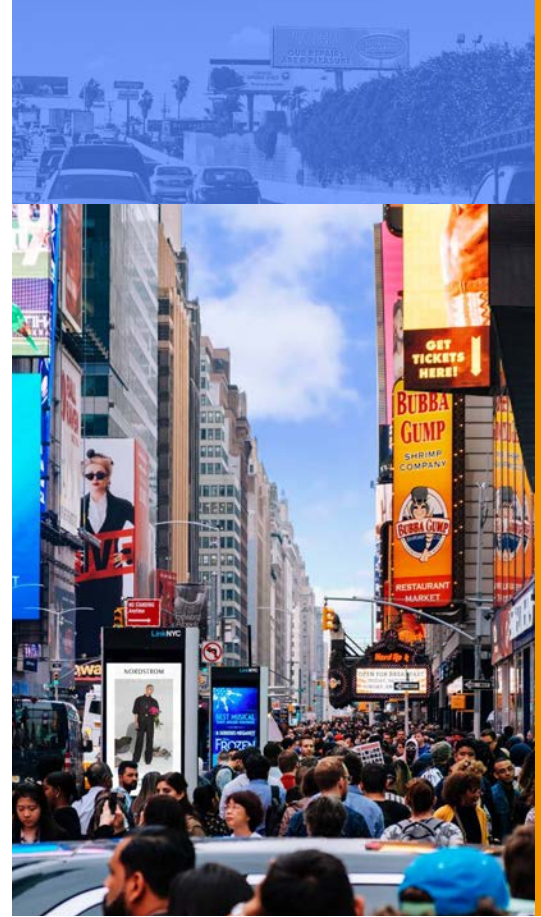


# Real Programmatic Out of Home

Activate OOH programmatically to drive real results in the physical world—and unify OOH buying, reporting, and attribution with other channels for the first time.



## Unmatched Scale

- Over 260 billion monthly OOH impressions with full coverage across the U.S., Canada, Europe, & Latin America
- Access to 200+ premium publishers including all top 5 U.S. OOH media owners: Clear Channel, Intersection, JCDecaux, Lamar, and OUTFRONT
- [Place Exchange Clear](#) certification program delivers buyers quality, consistency, transparency, and compliance in supply

## Seamless Execution

- Standard DSP campaign setup
- True impression-based buying, budgeting, and pacing
- Open auction RTB, PG and PMP deal support
- Video & display support using standard IAB or custom creative assets
- Audience, geo, daypart, publisher and venue targeting
- Dynamic creative execution across all OOH inventory

## Measurable Impact

- Log-level impression data, including device IDs for exposed users
- Unified device-level attribution & performance (CPA, ROI) reporting with other channels
- Seamless retargeting of OOH-exposed users across channels
- [PerView](#) reach & frequency measurement pre/mid/post campaign

## Complete Transparency

- Granular impression-level reporting, with support for 3p impression tracking
- No hidden fees, markups, or media bundling
- Proof-of-Purchase for all campaigns

OOH provides high-impact messaging in the physical world, with complete viewability, built-in brand safety, and no bots.