



# Case Study

## San Diego Tourism



# Objective

San Diego Tourism wanted to drive awareness and visits among young professionals in major metropolitan areas such as New York, Chicago, and Denver.

Place Exchange was tapped to programmatically deliver ads on a mix of prominently positioned outdoor and place-based DOOH displays to reach the target audience.

The Shipyard and The Trade Desk wanted to see a demonstrated brand lift, and increased visitation to the city, as a result of the campaign.



# Campaign Goals & Metrics Summary

Goals	Success Metrics	Methodology
<ul style="list-style-type: none"><li>● Reach the target audiences in specified markets using a variety of premium DOOH formats.<ul style="list-style-type: none"><li>○ Adults 25+ in New York, Chicago, and Denver</li></ul></li><li>● Demonstrate brand lift and increased visitation for the San Diego Tourism DOOH campaign</li></ul>	<ul style="list-style-type: none"><li>● Maximize impressions delivered within the target markets</li><li>● Mira footfall study</li></ul>	<ul style="list-style-type: none"><li>● Select inventory against target audiences in the specified cities</li><li>● Utilize Place Exchange to seamlessly activate the campaign programmatically across multiple premium OOH media owners</li></ul>



# Audience Targeting

Place Exchange identified DOOH displays in the target markets and programmatically delivered the San Diego Tourism creatives across a diverse range of inventory.

*Map displays a sample of Place Exchange inventory in the New York DMA.*

## Publishers

ClearChannelOutdoor



Lamar



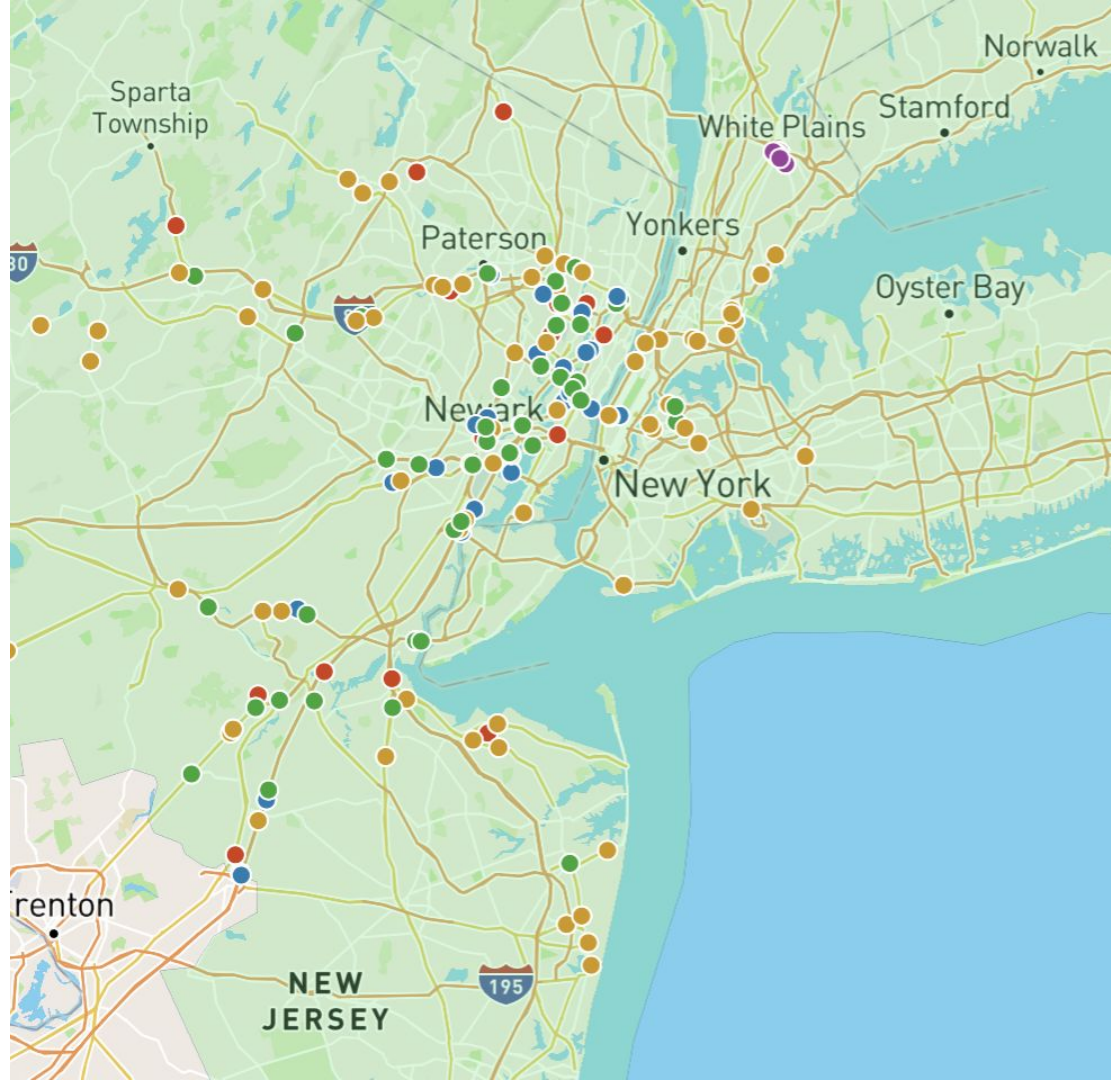
Outfront



Adkom



Screenverse + Apparitix Billboards



The campaign ran on a variety of high-impact screens across billboards, spectaculars, and urban panels.

Lamar



OUTFRONT



Clear Channel Outdoor



# Campaign Results

## Overview of month-long flight :

**38 million**

total impressions delivered by  
Place Exchange to target  
audiences in specified markets

Brand study results, demonstrate foot traffic lift  
across recorded metrics:

Measured by



**49.8%** net lift in visitation in  
the San Diego area  
*in a 120-day window after the  
campaign ended*

3x above the Mira benchmark of 15%

# Unlock the real power of OOH

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