

Place Exchange

Selling & Planning

Best Practices for DSPs

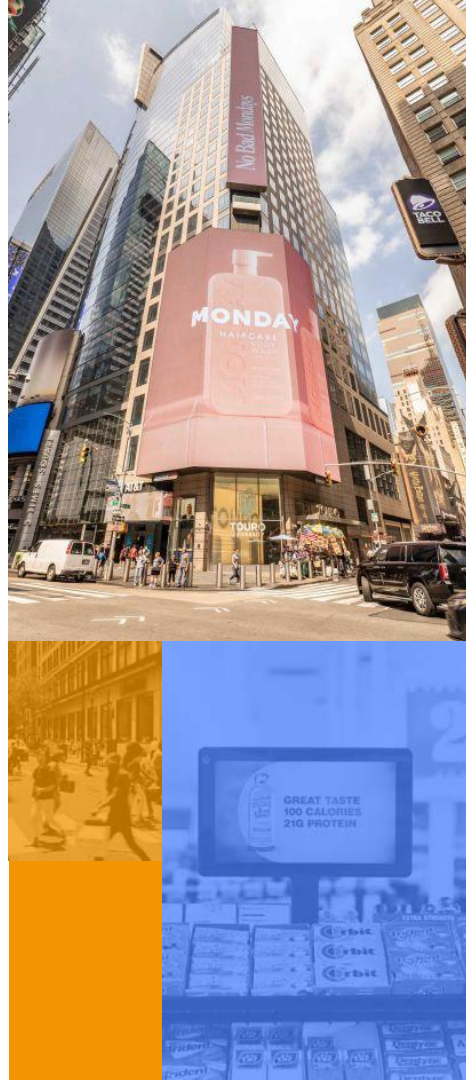


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Overview



Why DOOH

Take marketing from the tiny confines of personal devices, to the broad canvas of the physical world giving brands access to a wide variety of consumer contexts.

Deliver massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.

DOOH is just another digital screen - but fraud free, 100% viewable, non-skippable and life size.



Why Programmatic DOOH

Programmatic DOOH combines the benefits of OOH (massive reach, high impact, human-scale creative, real-world presence and retail proximity, built-in brand safety and 100% viewability) with the power of programmatic execution and measurement.

- **Omnichannel approach** - unify DOOH planning and buying with other programmatic channels
- **Massive reach at cost-effective CPMs** - compared to more expensive linear TV, CTV, and other digital channels
- **Strategic audience targeting** - leverage first- and third-party data to reach any audience demo
- **Creative asset compatibility** - repurpose digital assets, leverage video-enabled assets, QR codes & more
- **Flexibility** - swap creatives on the fly, pause and restart campaigns, implement dayparting & optimizations
- **Retargeting** - use exposed mobile IDs, retarget consumers to drive site conversions and reinforce messaging with other channels
- **Advanced measurement** - measure the incremental closed-loop impact of DOOH campaigns

Why Place Exchange for your DSP

- **Unmatched Scale & Quality** - Direct integrations with the largest pool of premium OOH media across all venues and formats with vast international coverage across the U.S., Canada, Latin America, and Europe
 - Exclusive access to the nation's largest in-cinema media owner (NCM) and unique retail opportunities, including via CoolerX (fka CoolerScreens), Best Buy and others
 - All inventory certified by [Place Exchange Clear](#) - rigorous and comprehensive industry-first certification program that delivers only trusted, transparent, and premium DOOH supply
- **Place Exchange is the only independent and agnostic programmatic OOH SSP built for an open ecosystem**
 - SSP only, no conflict of interest
 - Full transparency to buyers & sellers - No hidden fees, ever
- **Unique programmatic features designed for omnichannel**
 - Support for 3PAS display and video
 - True dynamic creative executions across all DSPs
 - PX Planning Tool supports inventory targeting based on indexing against thousands of consumer segments, as well as hyper-granular targeting by geography, points of interest (POIs), publishers and more
 - Retargeting and custom exposure logs - at no extra cost
 - Up-to-date reach & frequency measurement via PerView for pre/mid/post campaign

Flexible programmatic buying formats

Open Auction / Open Exchange (OA, OE)

- Auction based buying (fixed/floor)
- Always-on supply
- Immediate activation & targeting capabilities via DSP
- No commitment - optimize, pause, cancel at any time

Always On Deals (AOD)

- Auction based buying (fixed/floor)
- Evergreen / Always-On Deals with persistent supply
- No commitment - optimize, pause, cancel at any time

Private Marketplace (PMP)

- Auction based buying (fixed/floor)
- Customized targeting via geo, audience, and/or screen list matching targeting criteria
- No commitment - optimize, pause, cancel at any time

Programmatic Guaranteed (PG)

- Fixed SOV and screen mix
- Highest priority
- Guaranteed budget fulfillment and impressions
- Locks in desired inventory and pricing

Activate the full-funnel impact of DOOH

Top of the funnel

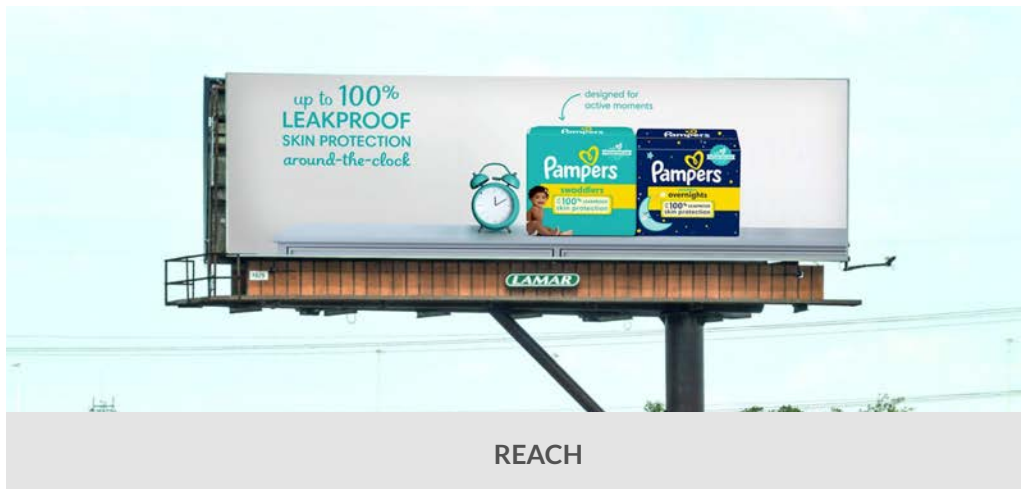
Brand awareness, Brand affinity

Middle of the funnel

Purchase intent

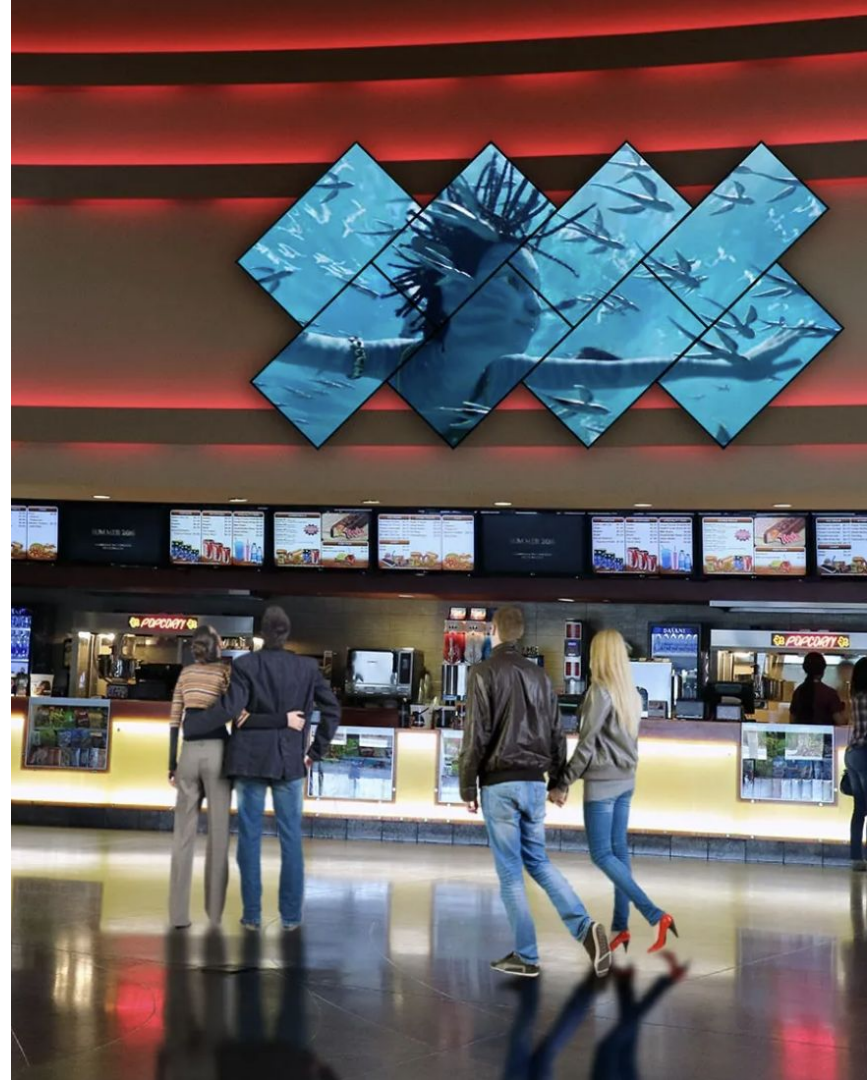
Bottom of the funnel

QR Scans, Purchases, Foot traffic



Pre-launch Guidance

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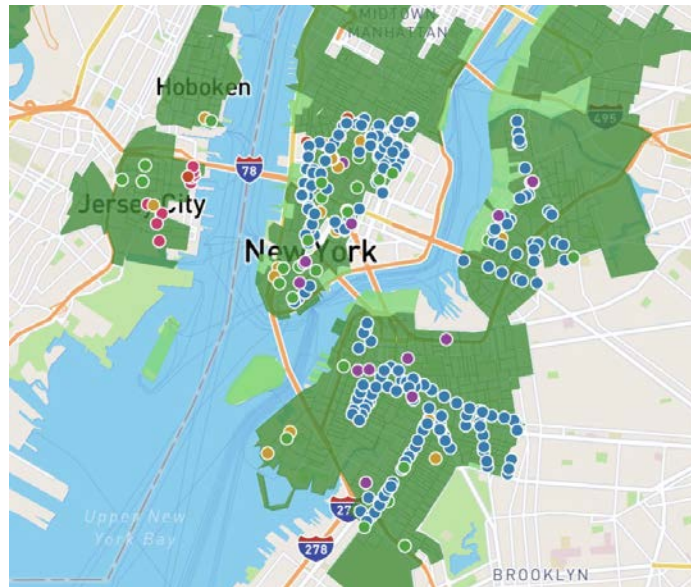
Maximize Your Budgets

Programmatic OOH can help you achieve campaign goals within any budget level, with the ability to maximize impact at every price point. Below are some high-level recommendations to optimize your campaign strategy.

Small	Medium	Large
<\$25,000	\$25,000 - \$250,000	>\$250,000
<ul style="list-style-type: none">• Shorten flight• Limit amount of publishers on the media plan• Focus on specific markets• Leverage dayparting	<ul style="list-style-type: none">• Use as opportunity to work up to a measurement study• Leverage a diverse mix of publishers	<ul style="list-style-type: none">• Use Dynamic Creative• Leverage multiple publishers• Plan against various geos• Diversify venue types• Include measurement studies and PerView

Campaign Planning

- Place Exchange provides Google Sheets and Slides to showcase inventory availability, inventory mapping and publisher photo samples that are client-ready. All of this information is fully transparent and there is no inventory markup.
- Place Exchange can layer on audience data in planning: behavioral, demo, etc.
- Cherry picking screens can create scale issues due to limited availability on the inventory selected. As an alternative, take a holistic approach to planning DOOH to maximize client investment:
 - Scale/reach
 - Flexibility
 - Efficiency
 - Measurement
- Sensitive categories: Political, Cannabis, and Rx campaigns have additional nuance across publishers, approvals etc. Please connect with your representative before sharing an official proposal.

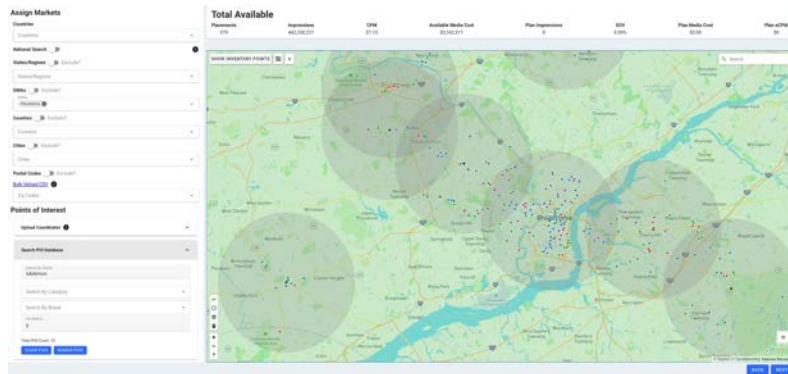


Sample map showing inventory in NY zip codes with a high index of Gen Z

The Place Exchange Planning Tool

Easily build and activate OOH media plans using an array of advanced targeting capabilities including audiences, venues categories, POIs, and more.

- View all available Place Exchange programmatic OOH inventory on a map, at any level of geographic granularity
- Filter and target inventory by location, nearby POIs, venue category, publisher, technical specifications and more
- Plan against over 5,000 actionable data segments
- See total impressions, spend availability, CPMs, and media cost for your desired per campaign inventory
- Generate and share interactive maps with your clients to visualize your campaigns



Sample map showing health and fitness screens within a 5-mile radius of Lululemon stores in Philadelphia



Sample map showing locations of fitness enthusiasts with an interest in video games

Trafficking Best Practices

Creative Rotation

All creatives are fixed to the image/video file associated with the first bid from a given DSP creative ID. As a result, you cannot rotate a creative image/video file behind a third-party tag or within a DSP behind a creative entry that has bid prior. Due to the stringent creative approval process in OOH, given its far reaching exposure in public space, all media owners require "eyes-on" approval for every creative running on their screens. To enable this, Place Exchange snapshots the first bid file and plays out for each future bid from that DSP creative ID.

3rd Party Tags

If using a third party ad server, please ensure you traffic

- Standard display tags absent of animation/HTML
- VAST video tags (VPAID is not supported for OOH)

Ensure tags are not wrapped with DV/IAS/MOAT/etc. 3rd party verification services like these have not yet rolled out offerings for OOH and the services do not work as configured. OOH media owners operate as a closed ecosystem and are the sole determinant of what plays out on their screens, the opportunity for fraud, "out of view" ad placement, adjacency to non-brand safe content, etc. does not exist in the DOOH space.

Creative Approvals

Workflows

Bidstream

Once the campaign is live, Place Exchange will auto-discover the new creative bidding and push through to targeted publishers for approval. With this workflow, you'll typically be live within a few hours on the day of launch.

Pre-Approval

Place Exchange can pre-approve creatives ahead of launch via two paths:

- Many DSPs have built to our pre-submission API allowing you to push creative through approval once trafficked, prior to campaign launch.
- With raw creative assets and associated DSP creative IDs (CRIDs), PX can facilitate pre-approval to ensure spend is not delayed.

Creative Approvals

Airport & Sensitive Categories

- **Airports:** All creatives must be reviewed by the airports they are running in, and are subject to approval. The creative approval process typically takes **3-7 business days**.
- **Sensitive categories:** Campaigns for politics, cannabis, gambling may require additional communication with publishers. Please inform clients as needed.



Creative Best Practices

OOH media spans a broad range of physical environments including airports, city centers, doctor's offices, roadsides, supermarkets, and much more. Keep in mind when and where you are reaching your consumers and how your ad can be woven into their journeys.

Utilize dynamic creative to increase audience relevance and engagement with your OOH ads.

- [Creative Best Practices](#)
- [Dynamic Creative](#)



Marketing Resources

- PX maintains a library of marketing materials that support activating DOOH in specific advertising verticals, tentpole events, venue types, and more. We are happy to share these materials or build custom presentations or mock ups for your client opportunities.
 - [Global Media Kit](#)
 - [Sales Presentation](#)
- PX can work with you to host webinars and education sessions for your DSP or client teams. Reach out to your representative to learn more!
- PX offers creative resizing and creative build services. For more info: [Place Exchange Creative Solutions](#)



Post-campaign Guidance

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Mocks and Proof of Plays

Once a campaign has launched, clients often request “proof-of-play” (POP) to confirm that the ad is in the correct location(s) and inventory meets expectations. **Capturing live or glamor shots require photography services to capture images which often require spend thresholds for media owners to provide.** The PX team is happy to request mocks/proof of plays. Please request POP’s upon campaign launch to ensure timely delivery.

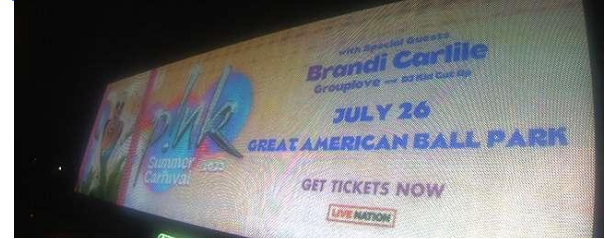
Common POPs include:

- Mockups - rendering of ad across a sample screen
- Webcam images - most commonly provided by billboard operators
- Live shots
- Glamor shots - the traditional definition of POP

Mockup



Webcam Image



Live Shot



Glamour Shot



Reporting

Impression Multipliers

- DOOH is a one to many medium vs. 1 to 1.
- A multiplier is assigned to each screen to estimate how many viewers saw an ad.
 - Ex. a billboard in Time Square will have a higher multiplier than a bus shelter in Omaha, Nebraska
- Each DSP represents this value differently.
 - Proactively set expectations for the client to avoid a situation where they feel they have astronomical CPMs and point them in the direction of the normalized CPM that will be in line with planning rates.

DSP Reporting

- If clients are asking for specific metadata such as screen address and lat/long etc. or other data beyond standard DSP reporting, please reach out to Place Exchange for supplemental reporting requests.

Measurement

PX can pass MAIDs to 3rd party measurement providers and enable marketers to decisively measure the business impact of programmatic OOH campaigns - from brand lift & engagement metrics to performance & conversion metrics.

- A campaign investment under \$500k is typically funded by the client or the publisher.
- A campaign investment of \$500 or over unlocks added value brand lift or foot traffic measurement provided by PX.
- A campaign investment of \$250k or higher is required to reach statistical significance.
- For campaigns under \$250k with insufficient volume for a study we ask that our DSP partners position their initiative as a test and that measurement is a concept that can be worked up to. Alternatively, brands can consider using QR codes to get a sense of engagement.

Below is a sample set of 3rd party measurement partners we support. Place Exchange can recommend the right measurement partner for your specific campaign needs or easily integrate with your existing/preferred partner(s).



Unlock the real power of OOH

sales@placeexchange.com



Appendix

Global Footprint

Place Exchange provides access to the vast majority of premium OOH supply, with coverage across all major markets.

Regional inventory guides:

- [USA](#)
- [Canada](#)
- [LATAM](#)
- [The UK](#)
- [EMEA](#)

