

# Impact of 1p Audience Targeting in OOH

## Situation:

A leading real estate brokerage wanted to test the efficacy of targeting their 1p audience segments of prospective home buyers on premium OOH inventory delivered programmatically.

Place Exchange set up a controlled A/B test campaign separately grouping OOH screens that over-indexed and under-indexed on the target 1p audience segments for the client.



Pictured: For illustrative purposes only



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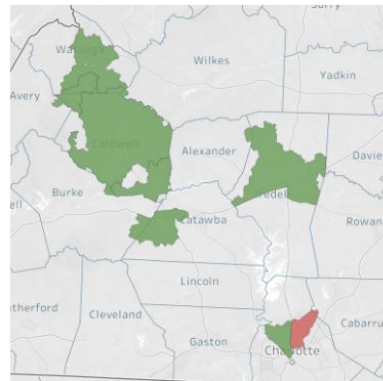
## Methodology:

Approximately 80% of the impressions ran on OOH screens over-indexing on the target 1p audience, and about 20% ran on under-indexing screens. This delivered a statistically valid sample for each group, while delivering the majority of impressions to the desired target audience.

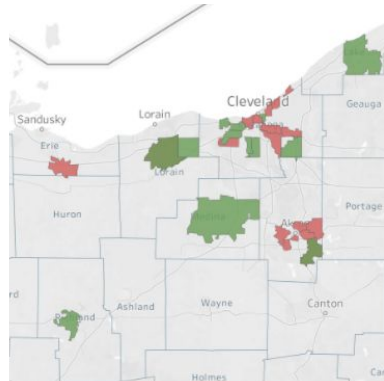
Place Exchange programmatically executed the OOH campaign and leveraged its patented IP to enable deterministic measurement of online actions (site visits, real estate searches) to track device-level conversions resulting from consumer exposure to the campaign.



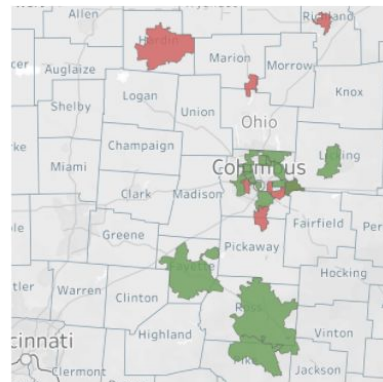
## Campaign Markets



**Charlotte, NC**



**Cleveland, OH**



**Columbus, OH**

*Green: over-indexing, Red: under-indexing, maps not to scale to accommodate different areas covered*

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## Results:

Targeting 1p audience on OOH media produced significantly better results.

Place Exchange OOH media targeting 1p audiences produced over **3.5x more conversions** for over-indexing screens vs. under-indexing screens, across *all* markets in the campaign.

The campaign produced significant lift against all tracked conversion events:

- Over 2.5x for Home Page Visits
- Over 4.3x for Property Searches

