



FreshDirect

Campaign Summary and Performance Insights

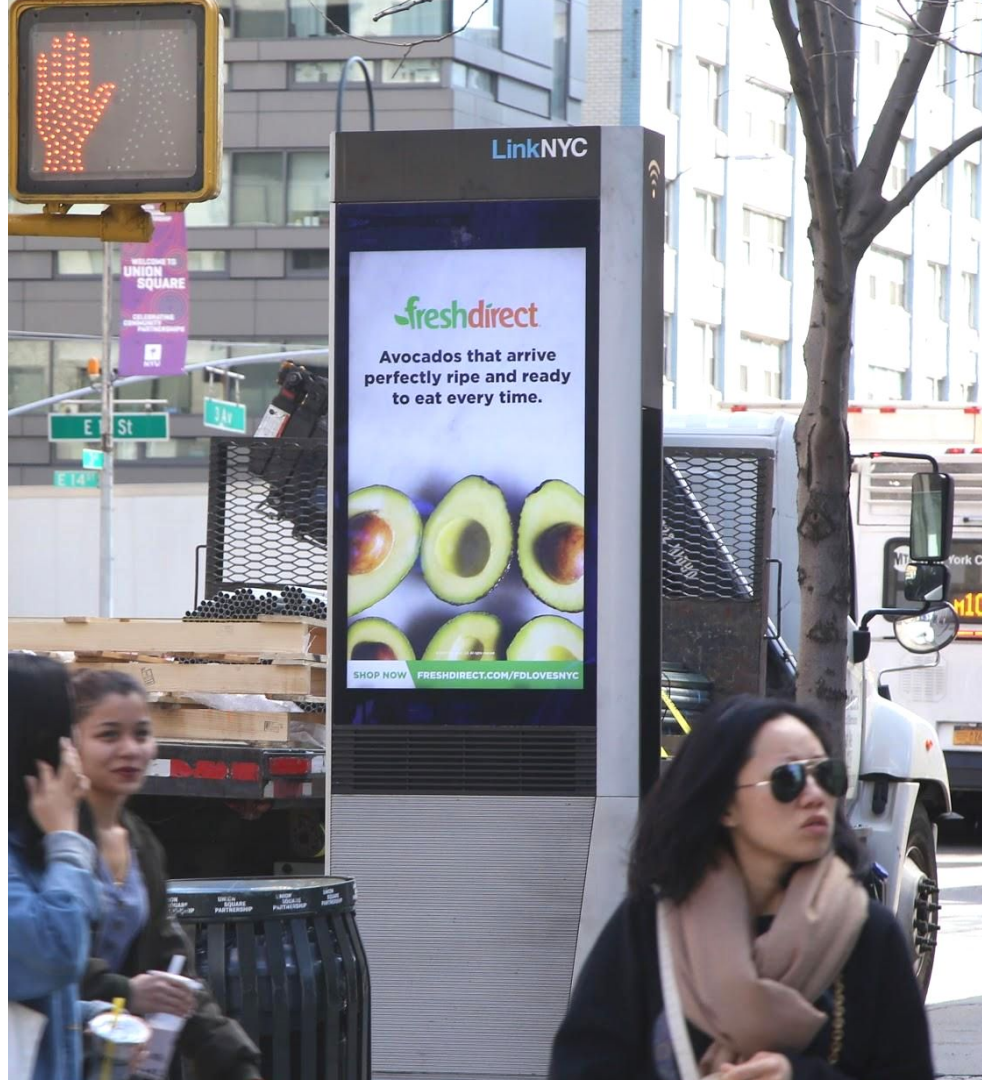


FreshDirect Campaign Overview

Leading online grocer FreshDirect wanted to run a high-impact OOH campaign in NYC that could directly track traffic driven to their website, leveraging programmatic attribution powered by Place Exchange.

The campaign targeted all neighborhoods in NYC using the LinkNYC network of digital screens, available on Place Exchange.

The campaign not only demonstrated the ability to perform attribution for OOH, but generated an attractive cost per site visit and yielded data that allowed for in-flight optimization.



FreshDirect Campaign Goals and Metrics

Goal	Success Metrics	Methodology
Leverage OOH media to drive site traffic	<ul style="list-style-type: none">● Numbers of FreshDirect site visits● Cost per FreshDirect site visit	Leverage Place Exchange's integrated media supply and proprietary technology to attribute digital actions to OOH campaign exposure

FreshDirect LinkNYC Campaign



FreshDirect Campaign Summary Report

18.6 mm

Impressions

\$236 k

Total Spend

\$12.66

CPM

40,994

Implied Conversions

0.22 %

Implied Response Rate

\$5.75

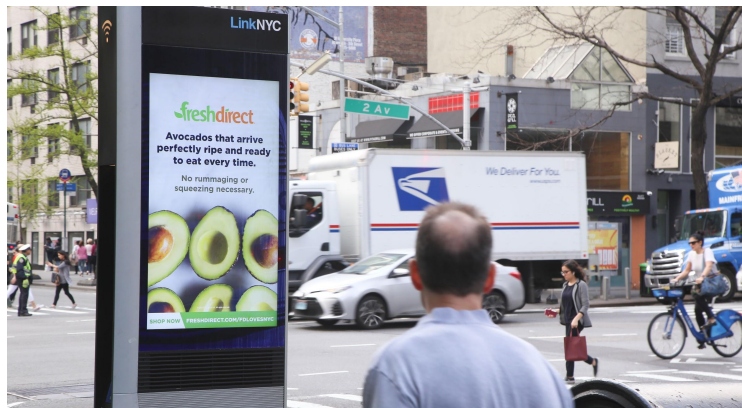
Implied CPA



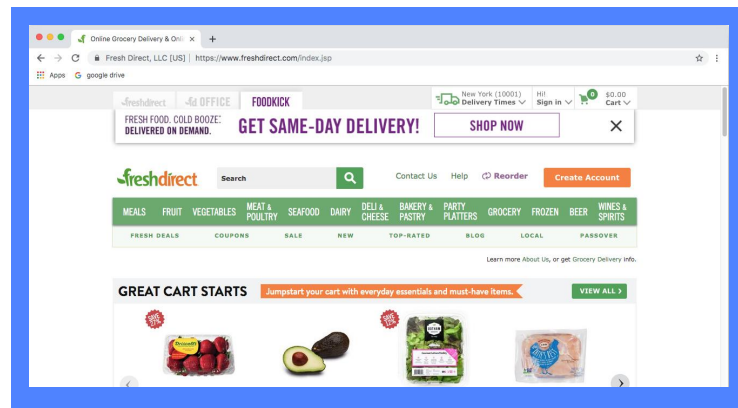
Note: Implied quantities calculated using a coverage factor to account for incomplete Place Exchange device coverage and DSP cross-device match rate.

Place Exchange Turns OOH Media Into Online Traffic

Always-viewable, attention-grabbing OOH media, with human-scale creative messaging, helps effectively drive online visits



→
0.22%
Conversion Rate



18.6^{mm}

Impressions delivered by Place Exchange

41^k

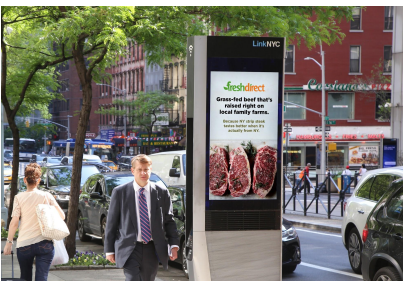
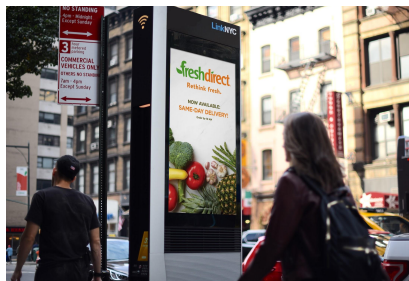
Implied Conversions on FreshDirect.com



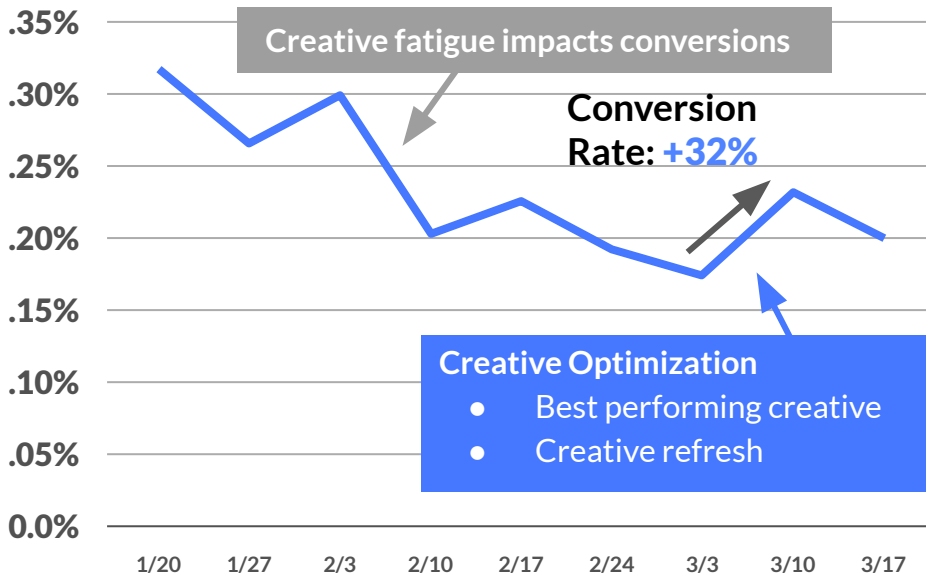
Ongoing Measurement Enables In-Flight Optimization

Place Exchanges enables in-flight performance insights and the ability to optimize in real time

Creative Optimization



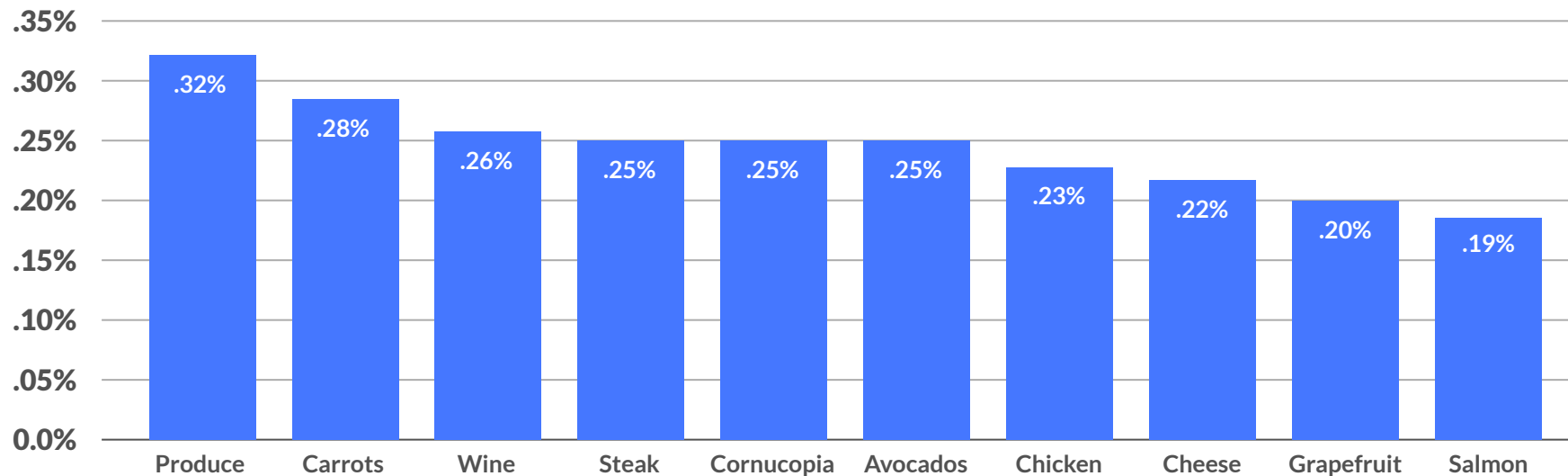
Implied Response Rate



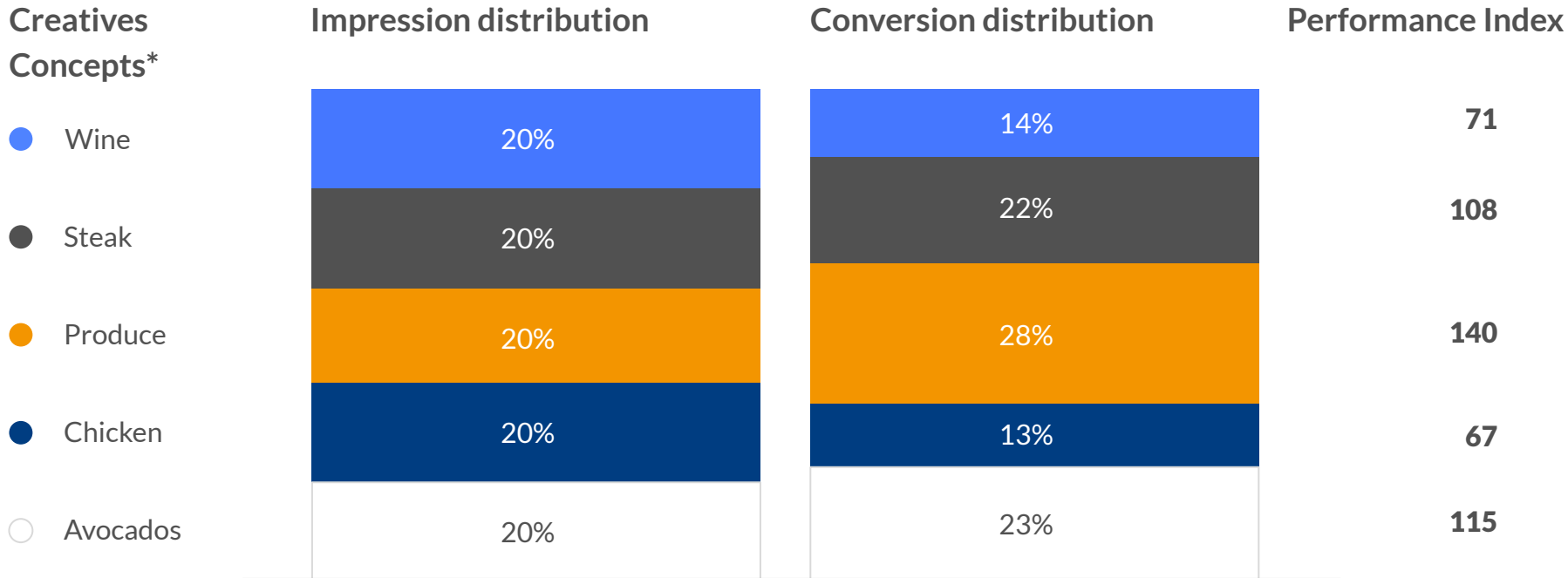
FreshDirect Creative Performance

Ongoing performance analysis of creative informed mid-campaign optimization

Implied Response Rate

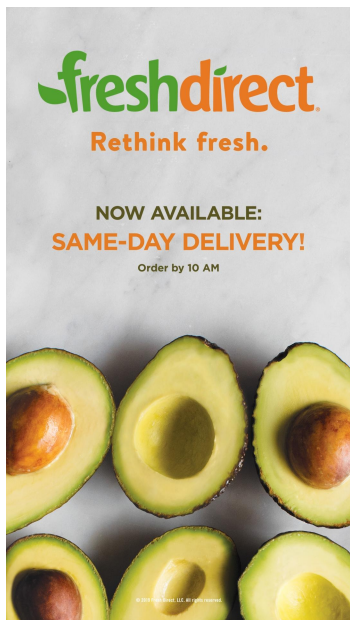


FreshDirect Campaign Insights by Creative

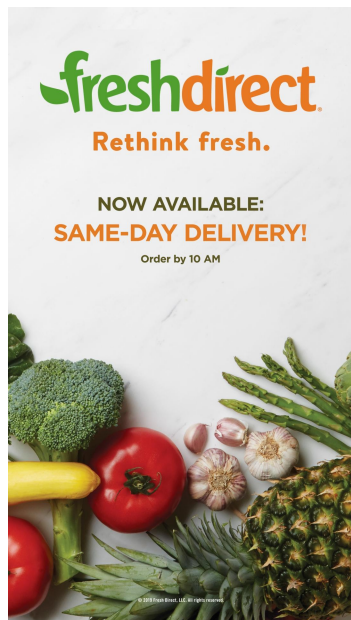


* Each concept includes multiple individual creatives associated with that concept.

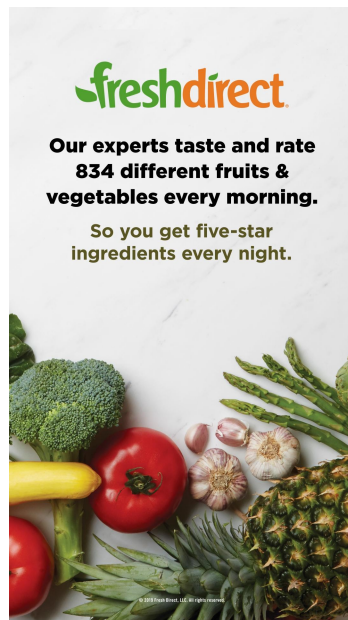
Top Performing Creative



Index: 168



Index: 152



Index: 125

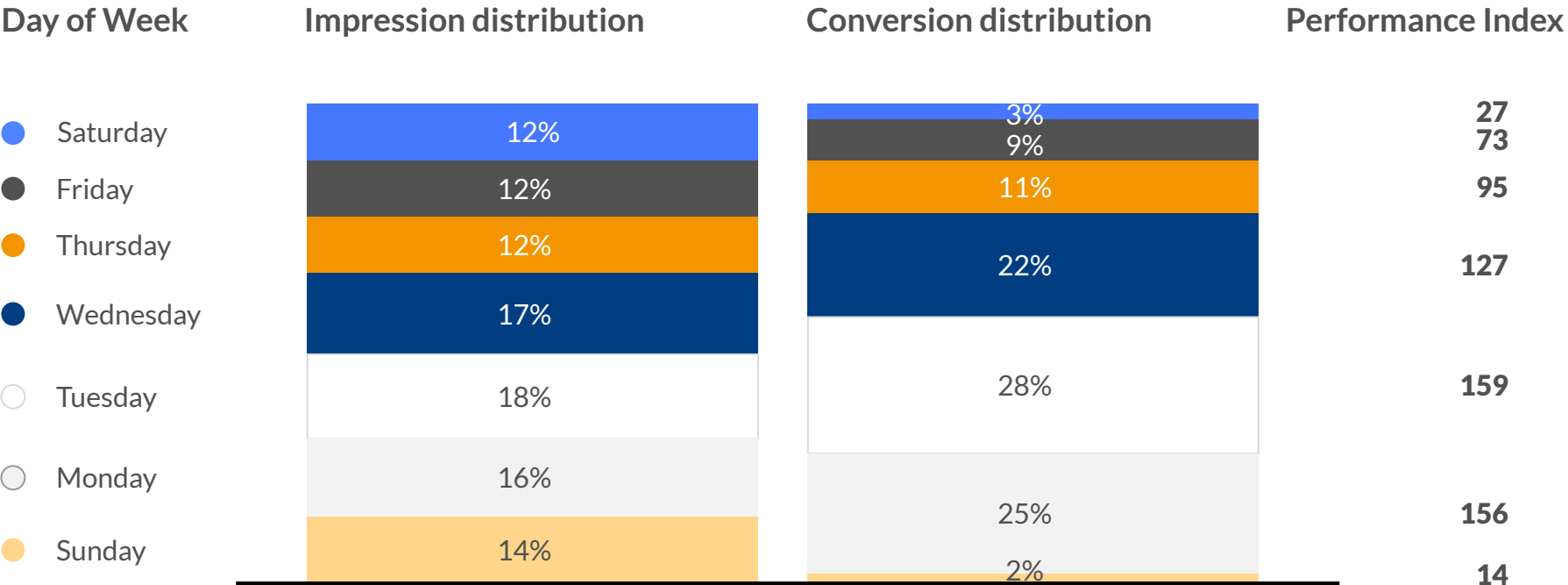


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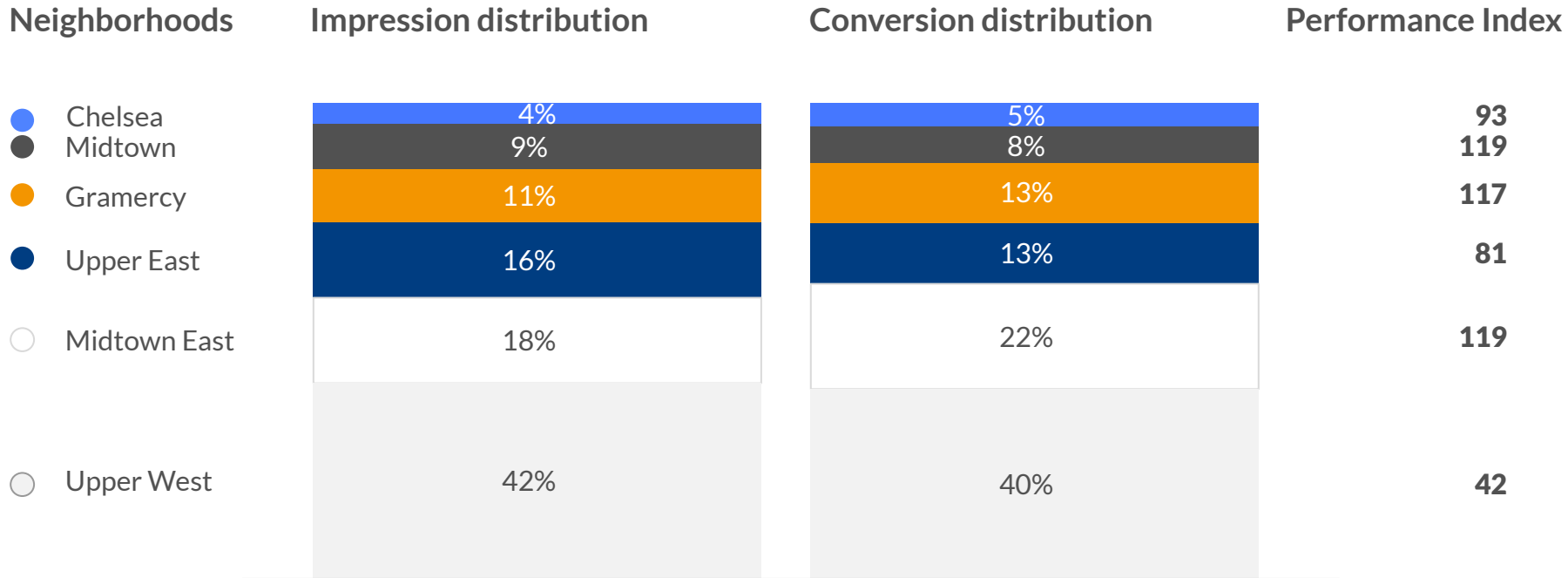


CONFIDENTIAL

FreshDirect Campaign Insights by Day of Week



FreshDirect Campaign Insights by Geo



Thank You.

Questions? Reach out to:

Sales@placeexchange.com

