



Auto Brands Gear Up for Programmatic OOH

The high demand for motor vehicles has fueled an active automotive industry that is predicted to spend \$12.3 billion on advertising in 2024¹. DOOH is a powerful medium for auto advertisers - offering massive reach, engaging creative formats, higher levels of consumer trust than any other digital channel², and sophisticated targeting and measurement capabilities.

Growing Demand for Auto

67.5B more miles driven by Americans in 2023 than 2022³

63% of Americans are planning a road trip in 2024⁴

Why OOH

106% increase in perception of brand quality for advertisers that dedicated 15% or more of their ad budget to OOH⁵

80% of consumers have engaged with an OOH ad in the past 60 days⁶

Source: ¹ BIA Advisory Services, ² MFour study, ³ Federal Highway Administration, ⁴ IPX 1031, ⁵ Rapport, ⁶ OAAA

As more consumers hit the road during the warmer months, Place Exchange can help advertisers programmatically reach their target audiences in the physical world—from billboards and urban panels to gas stations and EV charging stations—across the customer journey. All with the ease, automation, and flexibility of programmatic execution within omnichannel DSPs.

Contact sales@placeexchange.com to learn more

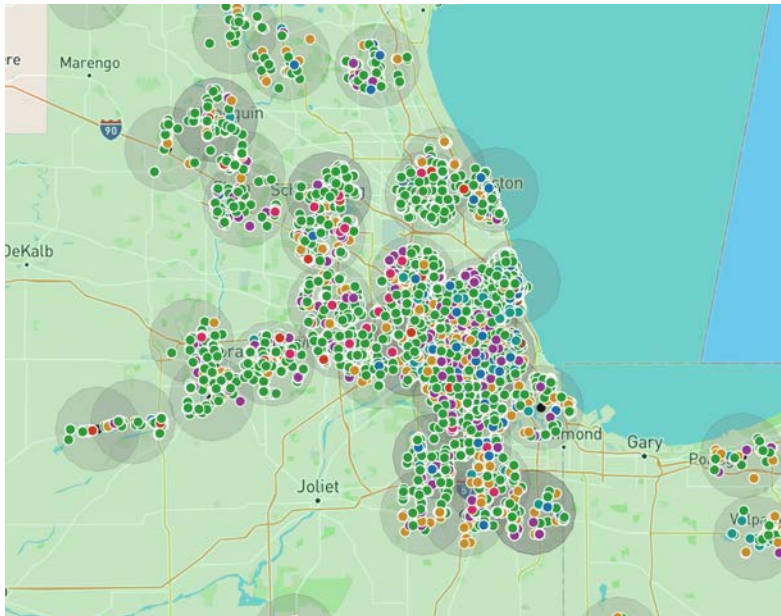
Leverage Advanced Targeting Capabilities

- Screen location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events

A Wide Variety of Physical Contexts










Capture the attention of consumers in environments where they are most receptive to auto messaging—on the road driving, in a shopping mindset at retail locations, working out at the gym, and more.

Target by city & geofence: Sample map showing inventory in Chicago within a 5 mile radius of Ford dealerships



- Total Screens: 19,000+
- Impressions (4-week): 6.4B+

Media Type

Display Panel	
Screen/TV Monitor	
Kiosk	
Cinema	
Point of Sale	
Billboard	
Elevator Display	
Spectacular	
Ford Dealerships	

Clear Channel Outdoor



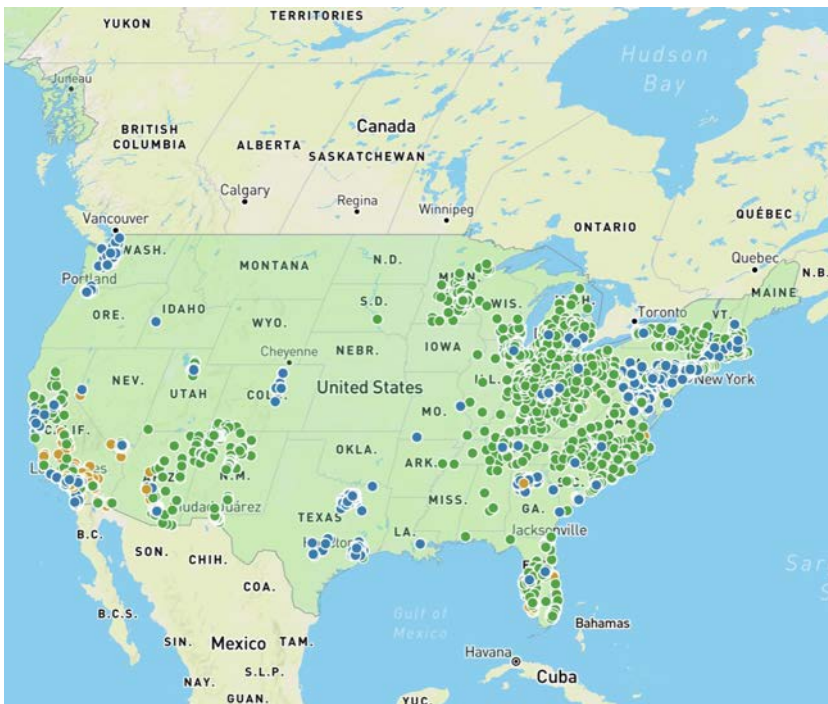
Starlite Digital



Gas Station & EV-Charging Stations

Leverage eye-catching placements at gas stations and EV-charging stations. Amplify brand messaging while auto consumers are servicing their vehicles, commuting, or taking a trip. Reach targeted audiences at scale across thousands of auto retailers.

Target by venue category on a national scale: Sample map showing gas station & EV charging station inventory



- Total Screens: 41,077
- Impressions (4-week): 1.2B

Publisher screens

Fuel Media	
Volta	
GSTV	

