



# Back to School with Programmatic DOOH

While school supplies are in need year-round, peak back-to-school (BTS) shopping season begins at the start of the summer, and consumers are looking to OOH ads for special sales and deals as they make informed buying decisions. In addition to influencing online purchases, programmatic DOOH is in a prime position to reach all the BTS shoppers turning to brick-and-mortar stores with high-impact creative near and inside physical store locations.



**€182**

spent per European family on BTS supplies in 2024<sup>1</sup>

**92%**

of Europeans prefer to shop in physical stores<sup>3</sup>

**€40.3 billion**

spent on BTS shopping across Europe's "big five" (France, Germany, Italy, Spain, and the UK) in 2024<sup>1</sup>

**67%**

of Europeans discover new brands through OOH ads<sup>4</sup>

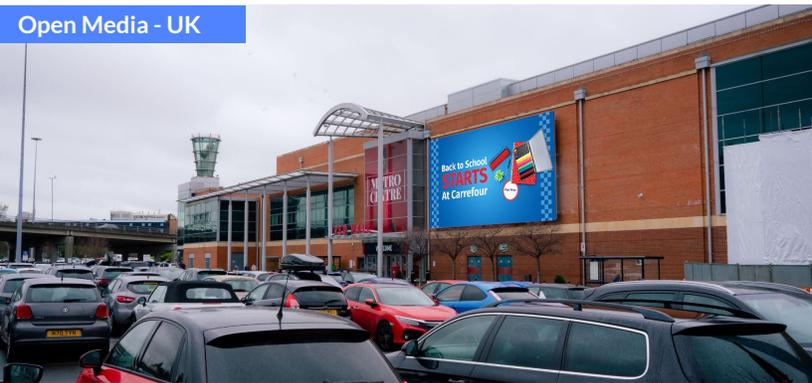
Source: <sup>1</sup>Euronews, 2024, <sup>2</sup>Grand View Research 2024, <sup>3</sup>Retail Front, 2024, <sup>4</sup>Adworld, 2024

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.

## Reach BTS shoppers across Europe with Place Exchange's 15,000 screen Retail Media Network

- In-store video/static at the point of purchase
- Storefront video/static
- Unify in-store messaging with retail marketing efforts in other channels

Open Media - UK



Exterior Plus - Spain



## Stay top-of-mind with contextual executions & offer deals with QR codes

Clear Channel Spain



### Shopping mall screens to engage shoppers

Use contextually relevant placements in and around local shopping districts and malls

Backlite Media - UAE



### QR Codes with sales and promotional offerings

Leverage the ability to place QR codes on any eye level screen enabling customers to engage with the ad to receive special coupons

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