



Unlock the Power of Programmatic OOH for CPG



Agenda

1. Why Programmatic OOH
2. Place Exchange Media Offering
3. Creative Capabilities
4. Measurement
5. Appendix: Case Studies



CPG objectives and goals

- Mass reach at cost-effective CPMs - drive brand awareness, launch a new product, and promote seasonal offerings
- Target audiences with specific demographics and interests; leverage POI targeting with precision
- Ability to message to audiences with customized real-time content and promotions
- Drive foot traffic to retailer locations and other bottom of the funnel activities - sign up for loyalty programs, drive online community engagement
- Advanced measurement capabilities that tie media spend to sales



Why Programmatic OOH for CPG advertisers

- **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 (ex. first-party shopper data)
- **High-impact life-size digital screens** that reach consumers during the buying decision process and at point of sale
- **Dynamic creative capabilities** to incorporate real-time product, promotions, weather, and other data feeds
- **Advanced measurement** - measure the incremental closed-loop impact of DOOH campaigns
- **Omnichannel approach** - unify DOOH messaging with marketing efforts in other channels
- **DOOH is just another digital screen** - but fraud free, 100% viewable, non-skippable

Examples of CPG advertisers in the top 100 OOH spenders in the US (Source: OAAA)

Coca-Cola

DUNKIN'



Anheuser-Busch



MillerCoors™

m&m's

Johnson & Johnson





Increase brand quality, trust, & consumer engagement with OOH

106%

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

86%

of consumers recall OOH ads, higher than for *any* other channel

76%

of consumers reported OOH ads prompted them to take an action

58%

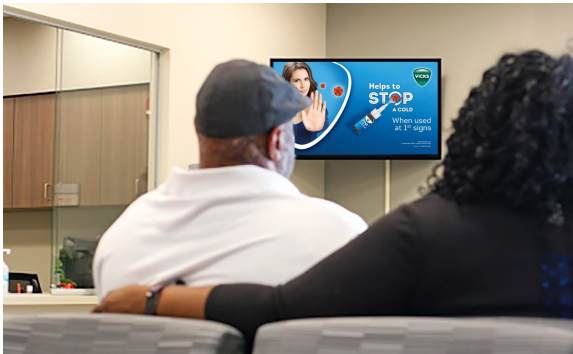
of consumers trust messaging in OOH ads, higher than for *any* other channel

4x

more online activity per OOH ad dollar spent than TV, radio and print

Access a variety of consumer contexts

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.



Activate the full-funnel impact of DOOH

Top of the funnel

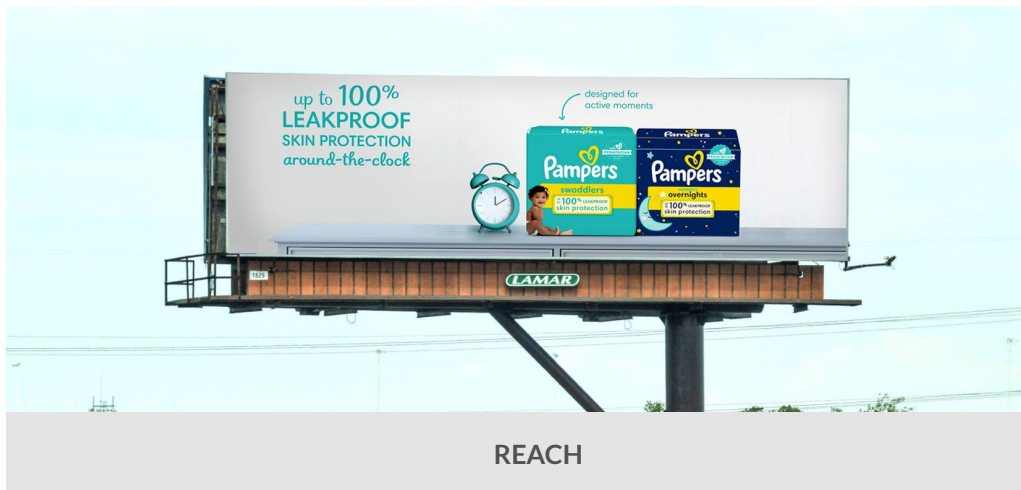
Brand awareness, Brand affinity

Middle of the funnel

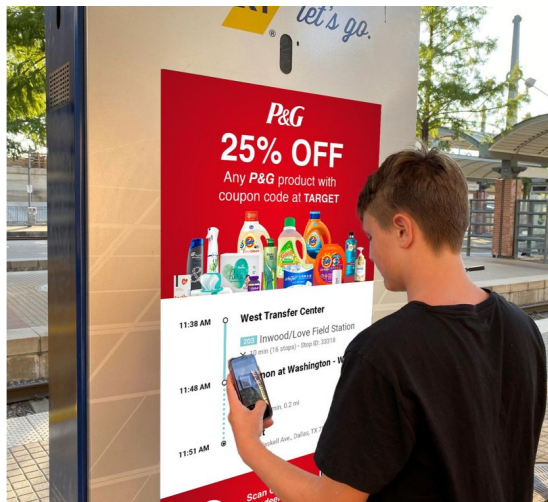
Purchase intent

Bottom of the funnel

QR Scans, Purchases, Foot traffic



REACH



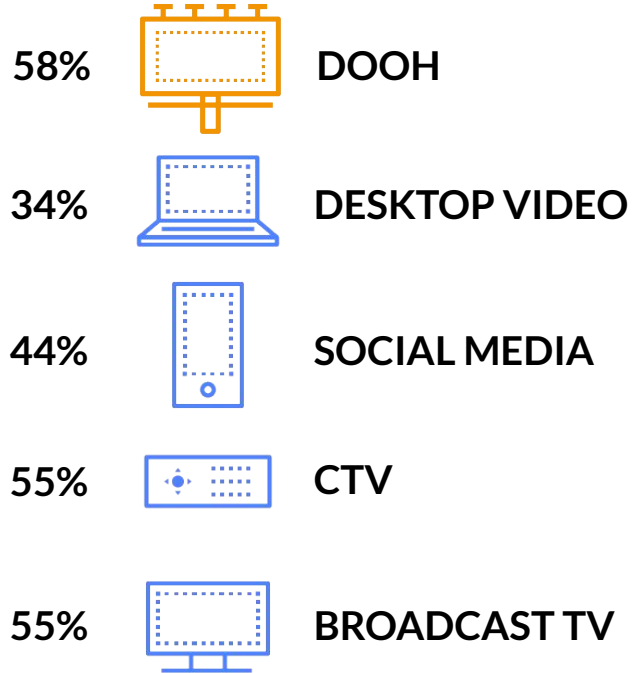
ACT



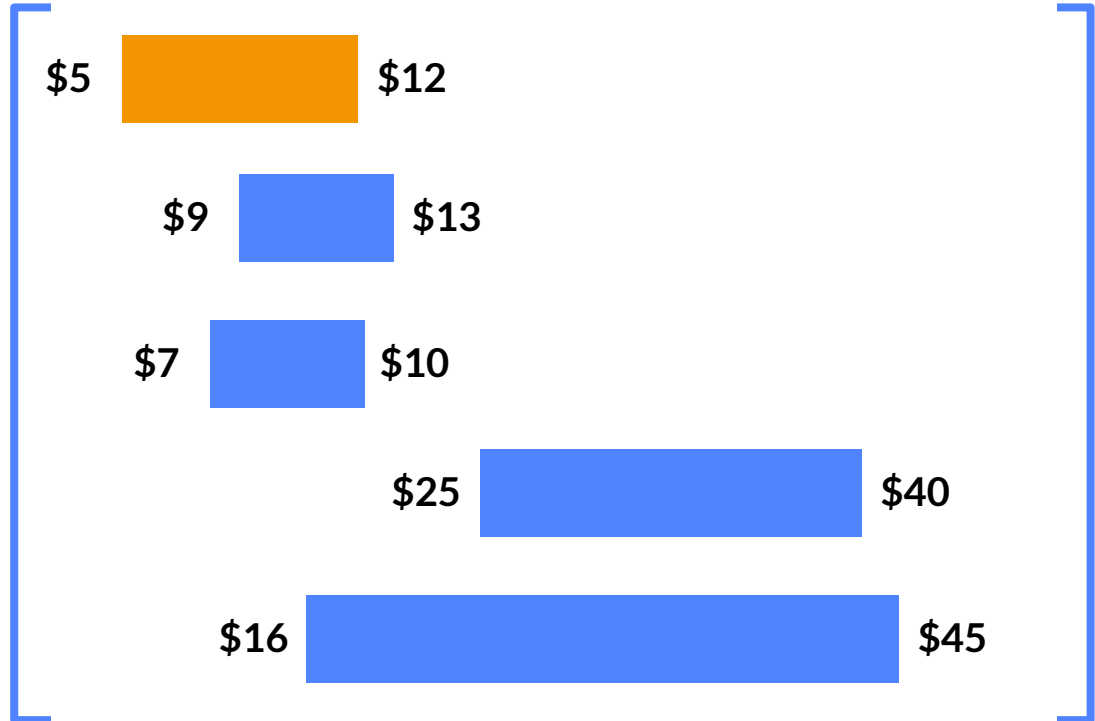
CONVERT

Leverage the most trusted medium with the lowest avg. CPM

Consumer trust



CPM



Extend reach at cost-effective CPMs

Access the same audiences using DOOH complementing linear TV with more cost-effective CPMs.



\$7.62 DOOH CPM

DOOH CPM is **83% less** than linear TV CPM

\$45.34 Linear TV CPM



Source: Place Exchange H2 2024 Programmatic Trends Report,
MediaPost 2024



Amplify online ads with DOOH

86%

increase in interaction and buyer participation when a CTA is seen across both OOH and paid social ads¹

87%

of consumers were more likely to notice a brand on social media if they were exposed to a DOOH ad²

47%

of adults have searched for a social media handle after seeing an OOH ad³

48%

of consumers click on a mobile ad after being exposed to an OOH ad³

Sources:¹OnDevice Research,²Neuro-Insight,³OAAA & MRI|Simmons

Drive ROI gains with increased OOH allocation

By applying small, strategic increases to OOH spending, CPG advertisers can optimize media performance.

OOH share shift from 1% to 6% results:

70%

Capture of total ROAS optimization

\$2.4 Million

ROAS gain generated

Source: OAAA



Place Exchange Media Offering



A busy city street scene, likely Times Square in New York City, with a heavy yellow overlay. The street is filled with pedestrians and cars. Various billboards and signs are visible, including one for 'FIJI' water, a 'ONE WAY' sign pointing right, and a 'GET TICKETS HERE!' sign. A large sign for 'BUBBA GUMP SHRIMP COMPANY' is prominent on the right. The text 'Place Exchange is the only independent and agnostic programmatic OOH SSP built for an open ecosystem' is overlaid in white, bold, sans-serif font.

**Place Exchange is the only
independent and agnostic
programmatic OOH SSP built for
an open ecosystem**

Vast global coverage of all major OOH formats and venues

Canada

9 billion 4-week impressions
53 thousand screens

USA

153 billion 4-week impressions
993 thousand screens

LATAM

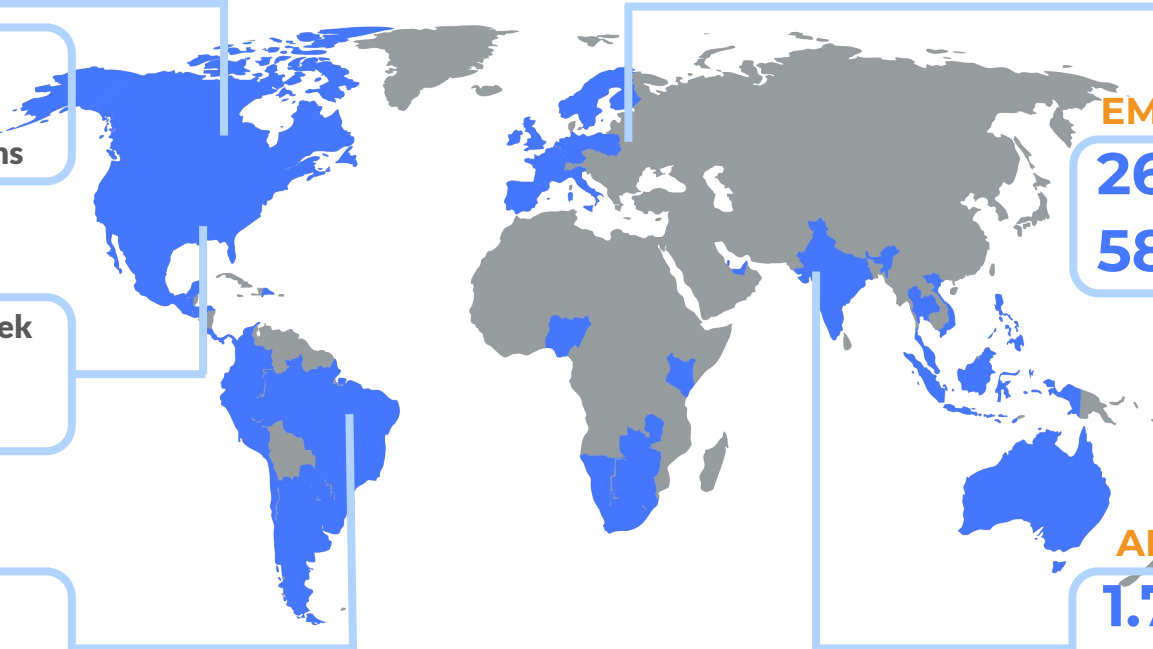
40 billion 4-week impressions
45 thousand screens

EMEA

26 billion 4-week impressions
58 thousand screens

APAC

1.7 billion 4-week impressions
42 thousand screens



Place Exchange is directly integrated with all the leading premium OOH publishers across North America



Ensure quality in the DOOH ecosystem with Place Exchange Clear



Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's inventory standards. All inventory is regularly reviewed for compliance.

Consistency

PX standardizes inventory attributes so buyers can transact across diverse DOOH formats. PX ensures consistency of impression counts by vetting each publisher's impression counting methodology, partners, and data sources.

Transparency

PX passes each publisher's media exactly as the publisher presents it with all associated data and no aggregation or bundling for full media transparency to buyers. PX provides proof-of-play validation. There are no hidden fees and no arbitrage.

Compliance

PX prioritizes privacy compliance in all jurisdictions in which it operates. PX is verified by TAG and a member of the NAI. PX requires its publisher partners to certify that they have the legal right to sell and display inventory on their assets.

The moment for DOOH retail media

85%

of all retail sales take place in-store,
where DOOH is front and center

#1

unlock the largest DOOH retail media
network with Place Exchange

**ADVANCED
CONSUMER TARGETING**

combine the power of online and
DOOH retail media data in your DSP

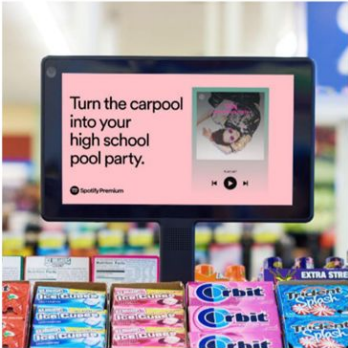
62%

increase in DOOH screens in retail
locations on Place Exchange YoY

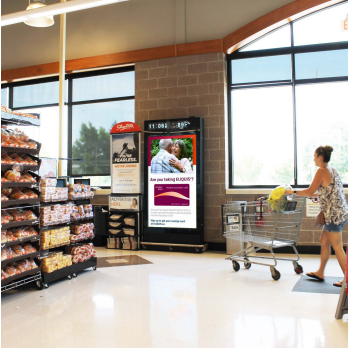


580,000+ screens, 437+ billion monthly impressions across a broad array of retail media environments

GROCERY



BIG BOX



PHARMACY



C-STORE



MALL



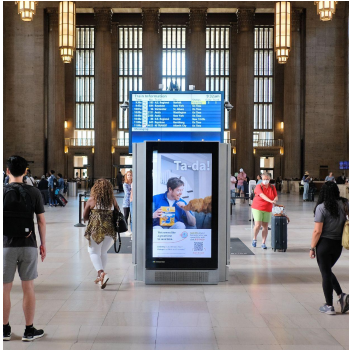
SHOPPING DISTRICT



AIRPORT



TRANSIT HUB



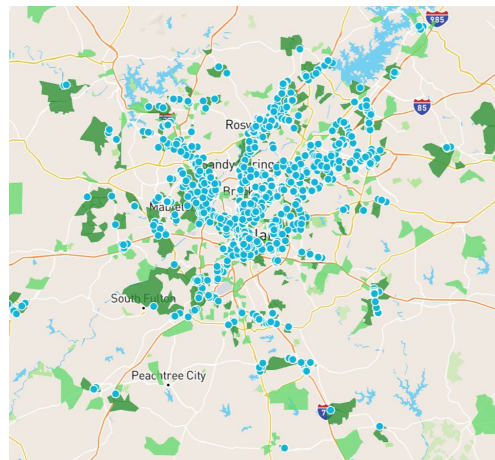
GAS STATION



Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to individual screens and deliver ads to those that index highest for the target audience.



Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.



Location

PX enables location targeting at any level of granularity, from distinct points of interest, to custom geofences, zips, or DMAs.



Audience Targeting Example: A25-54

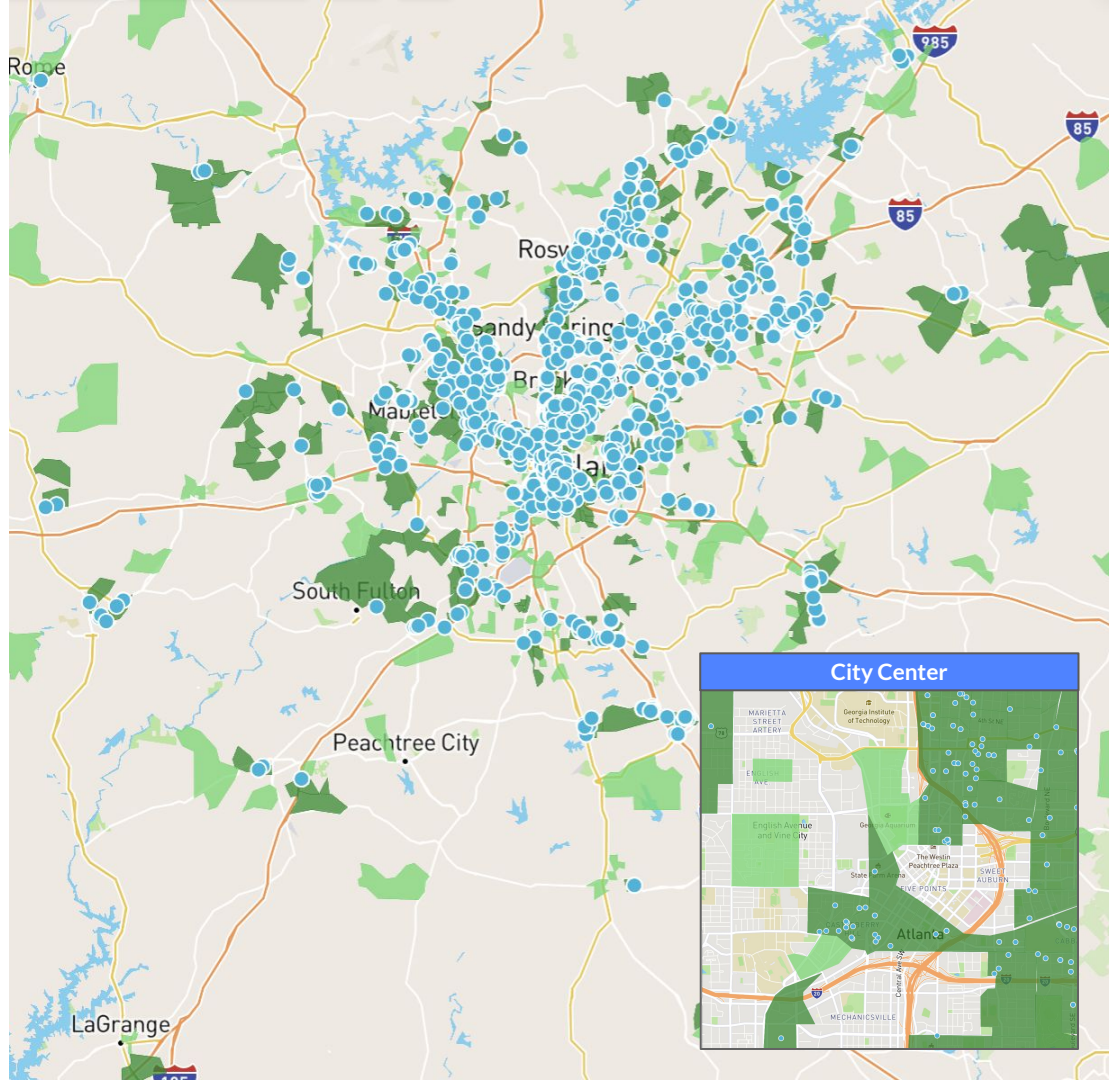
DOOH inventory in and around areas of Atlanta that indexes high against **residents A25-54**.

Legend

DOOH Inventory



Over-Indexing

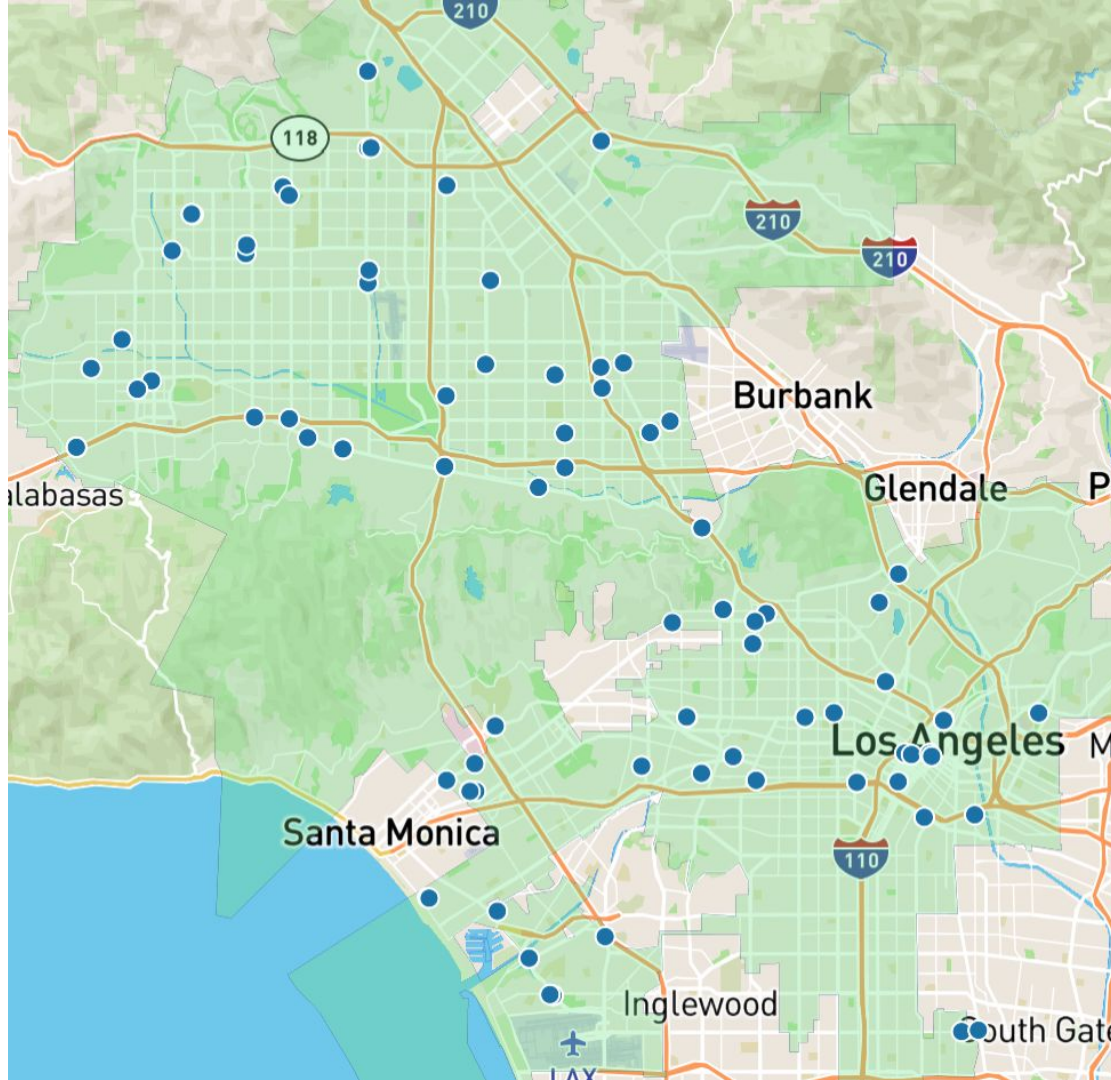


Physical Context Targeting Example: Gyms

DOOH media located in **gyms** in the Los Angeles DMA

Legend

Gym inventory



Location Targeting Example: Retail

Sample map showing inventory located within a 3-mile radius of Walmart stores in Charlotte, NC

Venue Type

Casual Dining



Office Buildings



Apartment Buildings



Grocery Stores



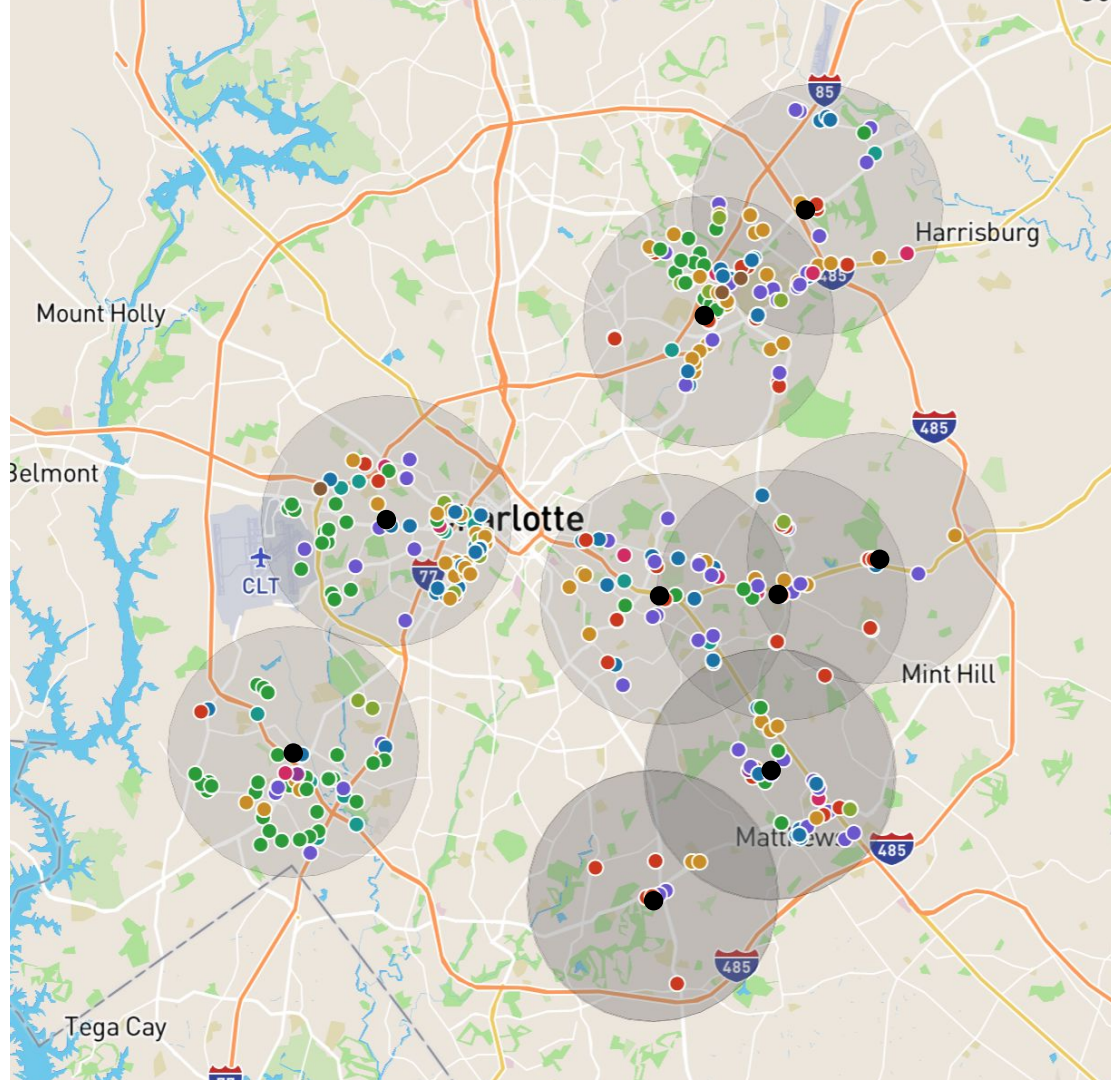
Movie Theaters



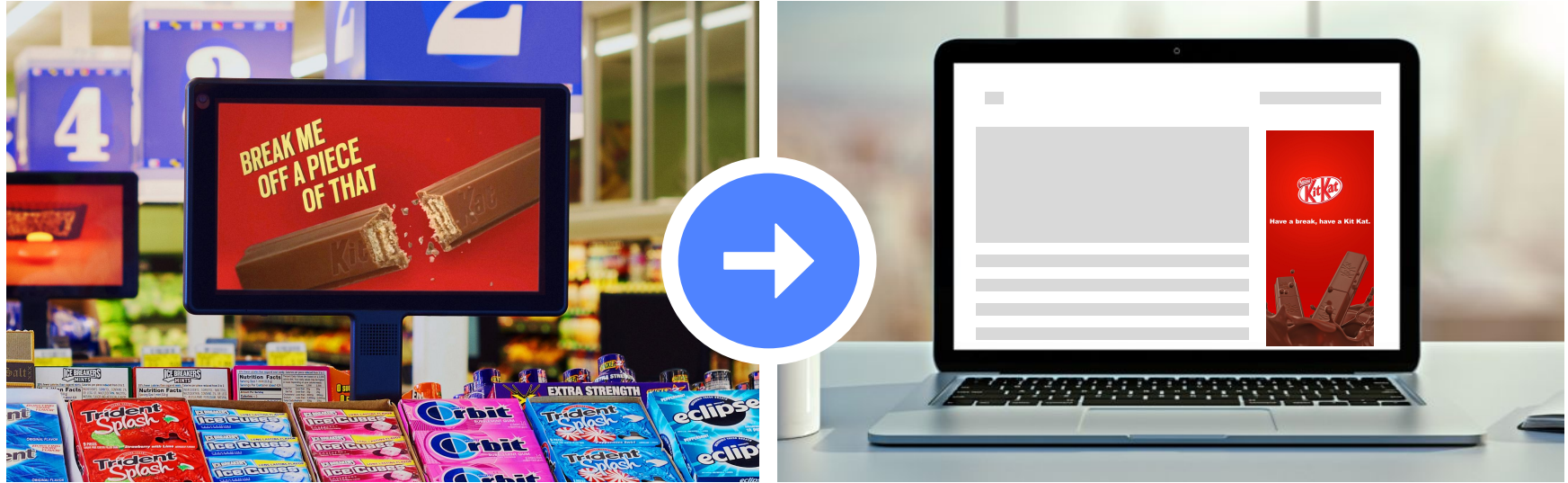
Billboards



Walmart location



Drive engagement by retargeting exposed Device IDs across screens



- Retarget exposed DOOH consumers across other programmatic channels
- Cross-screen creative sequential messaging
- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks



Creative Capabilities & Ad Formats



Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is 2.5 times more impactful than static display content.

Repurpose existing TV assets at a more efficient CPM in OOH.

Creative guidelines:

- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts



Simplified creatives for buyers

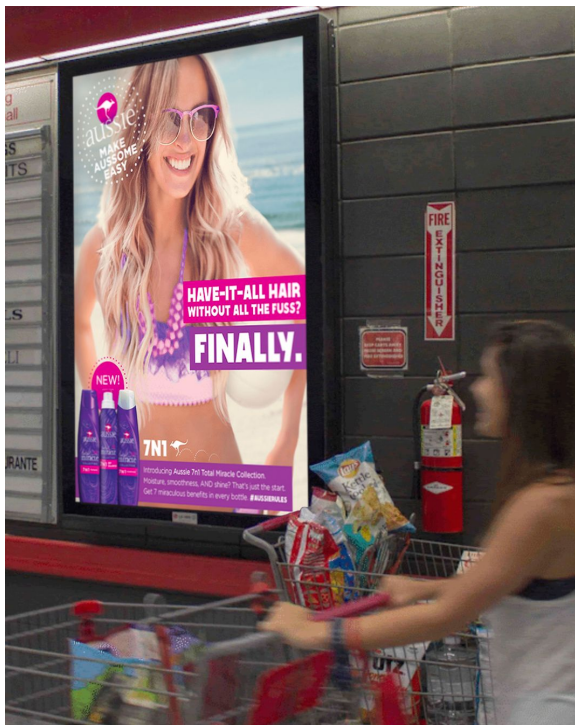
While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85%** of all Place Exchange inventory:

Top 4 video sizes (15 sec duration)

- 1920x1080
- 1080x1920
- 1400x400
- 1280x960

Top 4 display sizes

- 1920x1080
- 1080x1920
- 1400x400
- 840x400



Place Exchange's Dynamic Creative Solution

Customize your DOOH creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types
- Activate dynamic creative for DOOH through your preferred DSP



Dynamic Creative Examples

Showcase local offering



Schedule product promotions



Incorporate daily countdowns



Create a custom data feed

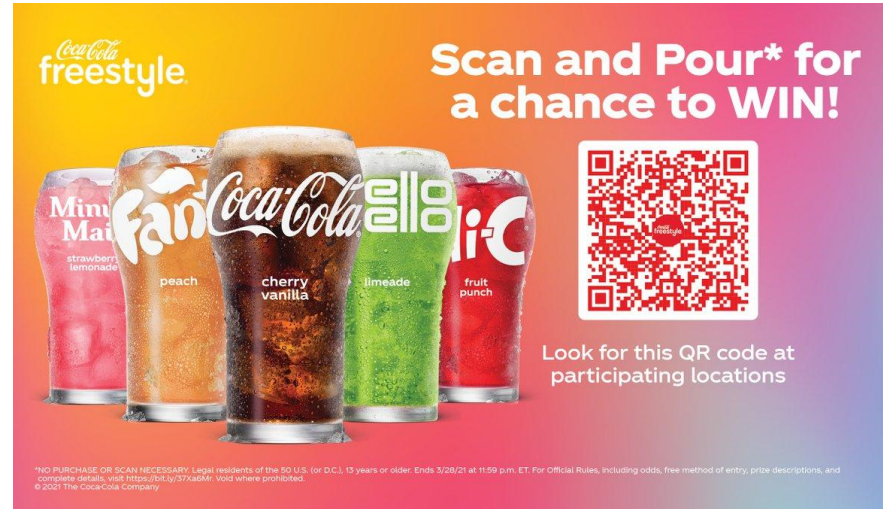


Call to Action

Supported Call to Actions (CTA) include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.

Measurement benefit: Adding a CTA to your OOH creatives can enable you to directly track “click-through” response

Creative benefit: Adding a CTA that links to more product information can create a more engaging and less cluttered creative



Measurement & Innovation in DOOH



Measure the full-funnel impact of DOOH

Place Exchange's unique patent to capture and pass **mobile IDs** means marketers can re-target exposed users and perform digital attribution to decisively measure impact.

More importantly, this is at **no cost** to you



Campaign Impact Measurement

Place Exchange enables marketers to decisively measure the business impact of programmatic OOH campaigns - from brand lift and engagement metrics to performance and conversion metrics.

Example metrics supported

- Branding
- Engagement
- Online and Offline Conversions

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).



PerView™ Reach & Frequency Measurement

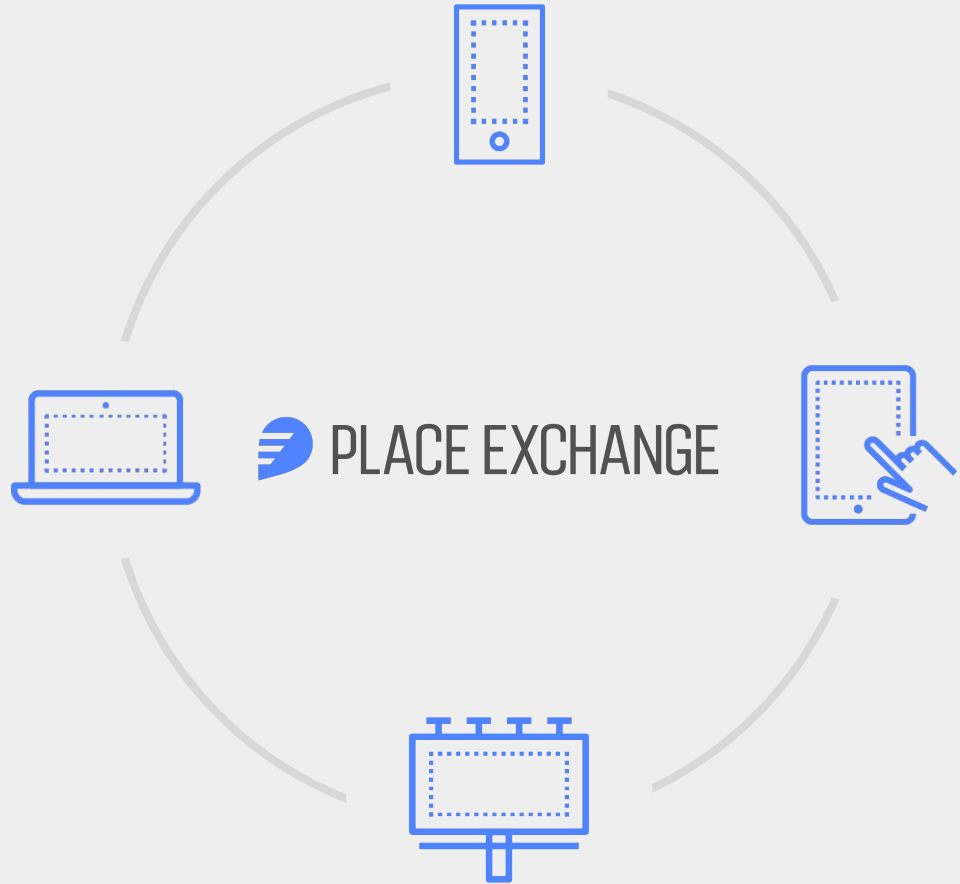
Place Exchange's proprietary PerView™ solutions, developed in line with the [OAAA OOH Impression Measurement Guidelines](#), offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving
- Aggregate population and segment-specific reach, frequency, and impression measurement
- National and DMA-level reach, frequency, and impression measurement
- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases



Powered by an omnichannel vision, our differentiators set us apart

- **Premium supply** in real-world physical contexts at cost-effective price points
- **Single source** for all DOOH media with massive scale
- **Creative simplicity**
- **Full-funnel** applications
- **Strategic targeting** with precision
- **Flexibility and control** over media owner, location, days, times
- **Advanced measurement** capabilities



Unlock the real power of OOH

 sales@placeexchange.com



Appendix



Place Exchange delivers 10.9M impressions to shoppers for CPG dairy brand



A leading US producer of dairy products sought to reach consumers on their path to purchase and in-store in the Minneapolis market.

Campaign Overview:

- **Market:** Minneapolis, MN
- **Audience:** General A18-65
- **Publishers:**

 Intersection **Grocery TV** 

Solution:

Place Exchange programmatically delivered the brand's ads to grocery stores, including 80 Cub Foods locations where the product could be purchased, to keep the CPG dairy brand top of mind at the point of sale. In order to reach the consumer before the grocery store, Place Exchange also reached consumers on the path to purchase during their daily commutes at high-traffic transit hubs and gas stations.

Contact sales@placeexchange.com to learn more.

Campaign Results:

Over a 30-day flight, Place Exchange seamlessly delivered **10.9 million impressions** to CPG advertiser's brand target to drive brand awareness in a key market.



Place Exchange was immensely helpful when it came to planning our CPG digital out of home activation. They were quick to respond while providing innovative ideas and thoughtful plans. Due to the success of the campaigns, DOOH became a core part of our annual strategy moving forward.

Klaudia Smykowska

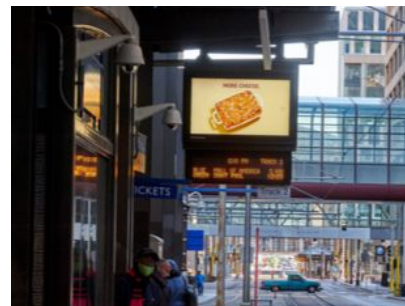
Director Programmatic, Havas Media



Grocery TV



Intersection



CPG

Kraft-Heinz

Kraft-Heinz brand Philadelphia Cream Cheese launched a whimsical Thanksgiving campaign, and was looking to make a splash with prime spectacular placements in target markets.

Place Exchange unlocked programmatic access to iconic spectacular screens, amplifying the seasonal brand creative.



Case Study

Meal Kit Company



Objective

An ingredient-and-recipe meal kit company leveraged Place Exchange's premium DOOH inventory to drive awareness on a national scale among consumers in their target audience within top DMAs.

Place Exchange focused on DOOH inventory that supported the campaign's call-to-action via QR code, using real-world messaging to drive consumer actions on their website.



Campaign Goals & Metrics Summary

Goals

- Reach the advertiser's target audience with Digital OOH messaging in high-indexing locations within top DMAs
- Enable consumer engagement with the campaign via QR codes
- Drive measurable improvement in branding metrics

Success Metrics

- Maximize impressions among target audience, and deliver targeted impressions in full
- Lucid brand-study metrics:
 - Brand Awareness
 - Brand Favorability
 - Brand Consideration
 - Message Consideration
 - Ad Recall

Methodology

- Use Place Exchange to seamlessly activate a DOOH campaign programmatically — delivering brand messaging to key target audiences:
 - Healthy Strivers
 - Culinary Explorers
 - Picky Eater Parents
 - On The Spot Decision Makers

Audience Targeting

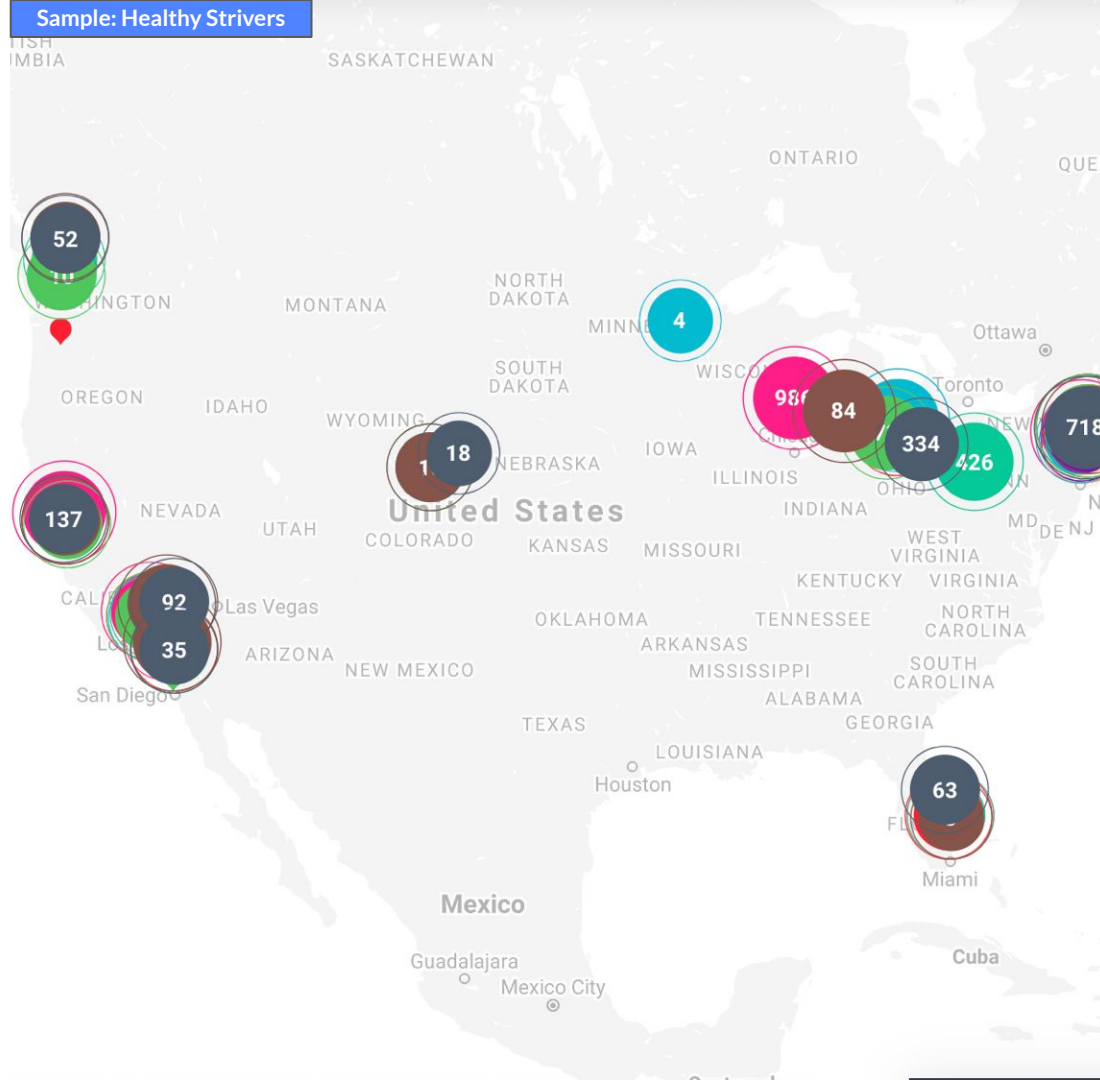
Leveraging third-party data, Place Exchange identified a list of target zip codes with high concentrations of consumers A25-54 that fell into the client's specific audiences.

Map shows examples of Place Exchange inventory within high-indexing zip codes for "Healthy Strivers"

- Total Screens: **12,710**

Publishers

Firefly	
Intersection LinkNYC	
Octopus	
NRS	
Lyft	
Intersection Cities and Transit	




Campaign Results

Campaign overview of 5-month flight:

18M

total impressions delivered by
Place Exchange to the
advertiser's audiences in
the real world

Brand study results demonstrate brand lift
across all recorded metrics:

Measured by **LUCID** 

2.1% increase in brand favorability
Lucid Benchmark: 0.33%

2.8% increase in brand consideration
Lucid Benchmark: 0.70%

4.5% increase in ad recall
Lucid Benchmark: 1.37%

5.3% increase in message association
Lucid Benchmark: 1.28%

Place Exchange Creative Services

To improve campaign performance, the client leveraged Place Exchange Creative Services. The advertiser's creative leads worked with Place Exchange designers to optimize creative assets for multiple DOOH environments, ranging from digital billboards, to in-car screens, to eye-level street furniture.

Place Exchange helped the advertiser implement [QR Code Best Practices](#), allowing consumers to easily scan the code and be directed to the brand's website where consumers could learn more about the product.

