Unlock the Power of Programmatic OOH for **CPG**

PLACE EXCHANGE

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)

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

85% of OOH viewers find the ads useful

**58%** of consumers trust messaging in OOH ads, higher than for *any* other channel

46% of adults have performed an internet search after seeing an OOH ad

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.
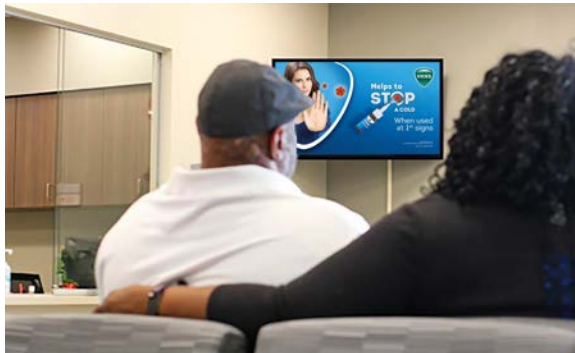
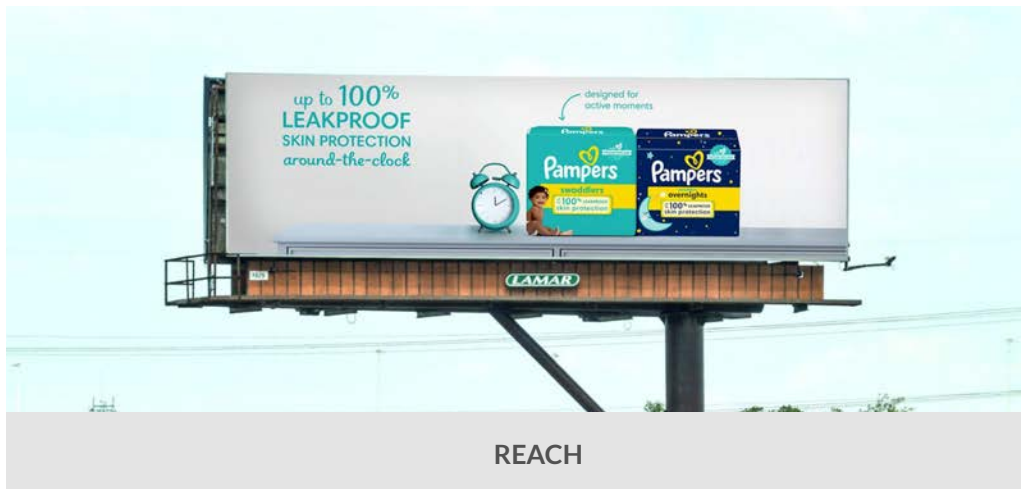# Activate the full-funnel impact of DOOH

Top of the funnel
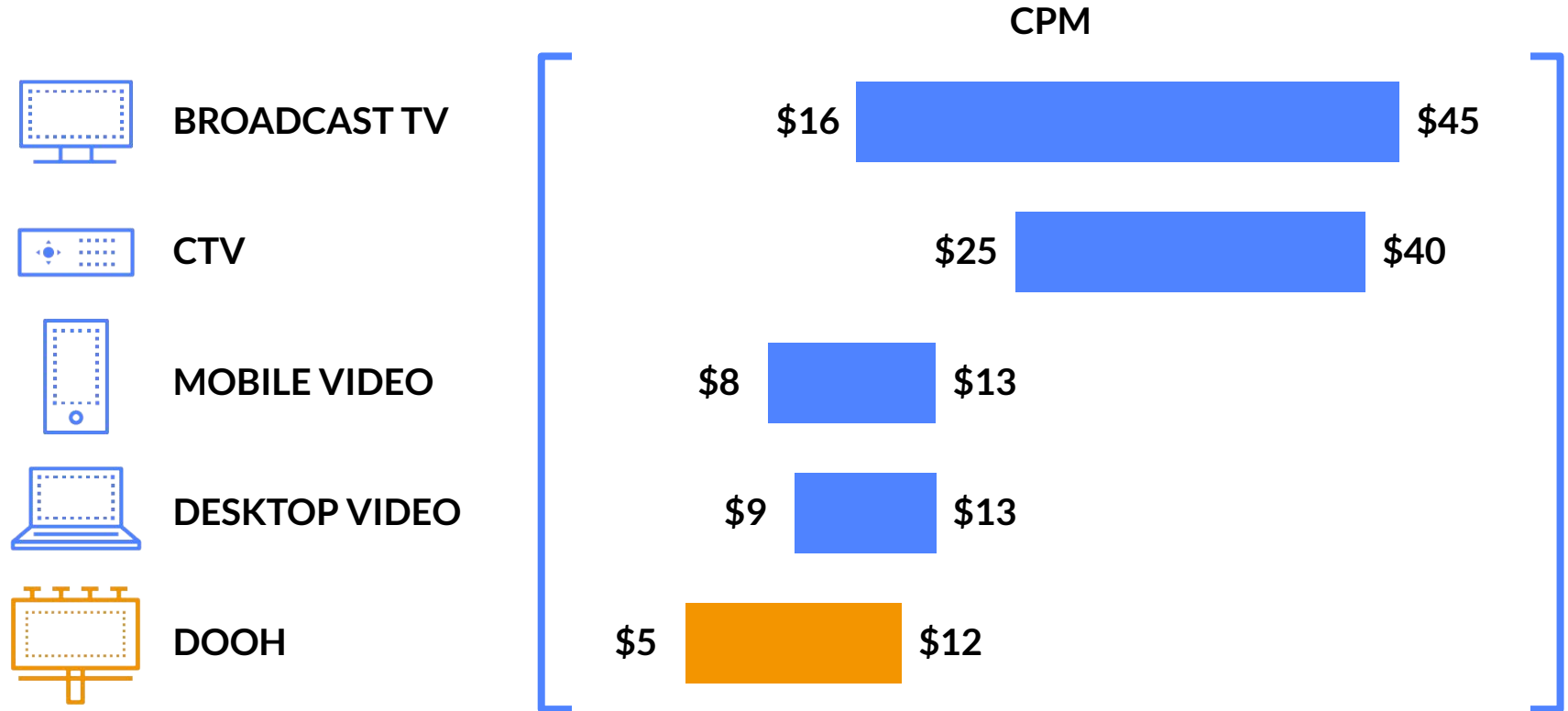Brand awareness, Brand affinity

Middle of the funnel
Purchase intent

Bottom of the funnel
QR Scans, Purchases, Foot traffic

REACH

ACT

CONVERT

Take advantage of high impact media at a lower avg. CPM

CPM

BROADCAST TV	$16	$45
CTV	$25	$40
MOBILE VIDEO	$8	$13
DESKTOP VIDEO	$9	$13
DOOH	$5	$12

Extend reach at cost-effective CPMs

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

$7.17 DOOH CPM

DOOH CPM is 85% less than linear TV CPM

$48.04 Linear TV CPM

Amplify online ads with DOOH

86% increase in interaction and buyer participation when a CTA is seen across both OOH and paid social ads[1]

87% of consumers were more likely to notice a brand on social media if they were exposed to a DOOH ad[2]

46% of adults have performed an internet search after seeing an OOH ad[3]

48% of consumers click on a mobile ad after being exposed to an OOH ad[4]
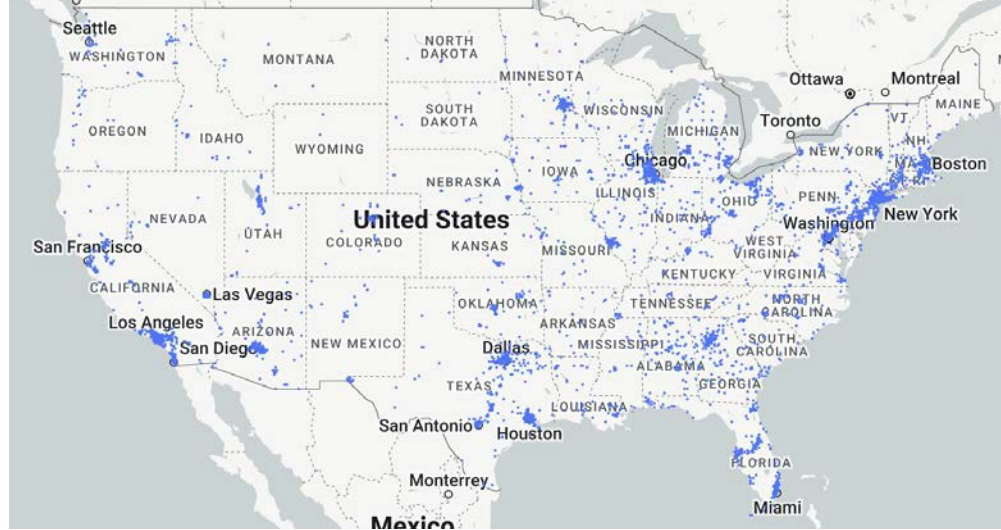
Place Exchange Media Offering

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

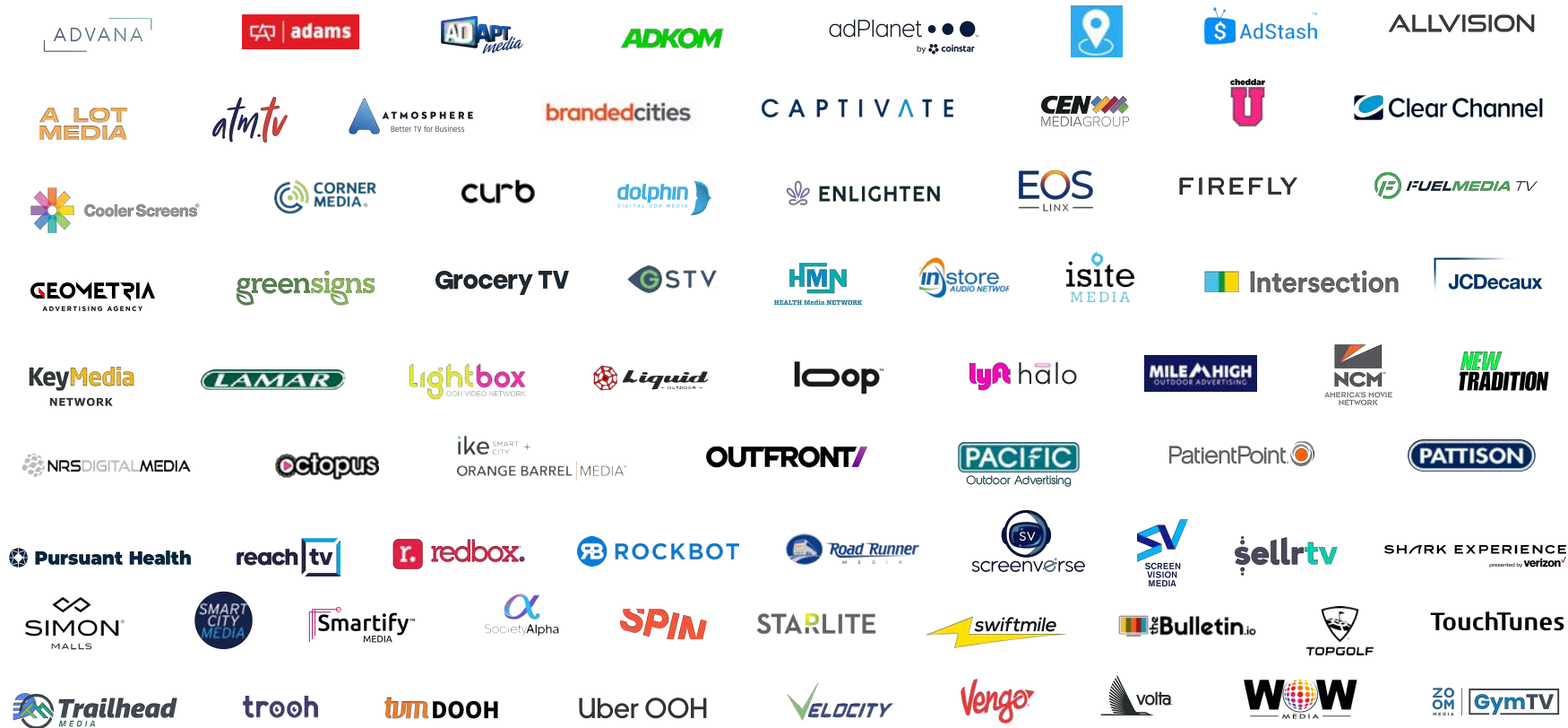# Vast coverage of all major OOH formats and venues

USA

100 billion **impressions**

870 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 <u>inventory standards</u>. 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
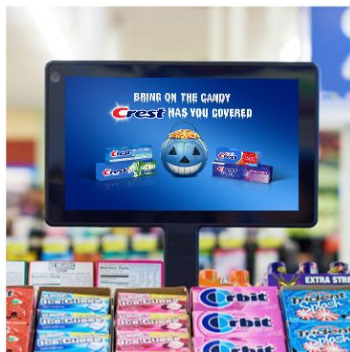
62%

increase in DOOH screens in retail locations on Place Exchange YoY

352,000+ screens, 39+ billion monthly impressions across a broad array of retail media environments

GROCERY

BIG BOX

PHARMACY

C-STORE

MALL

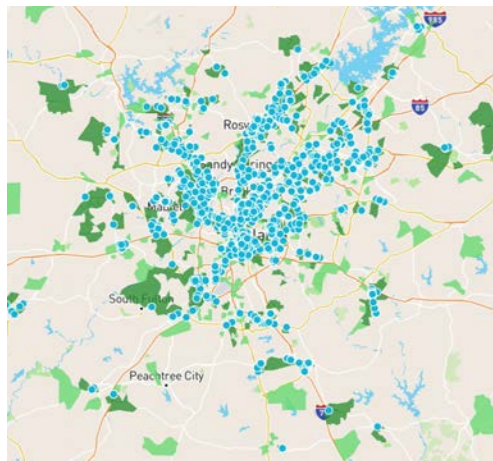**SHOPPING DISTRICT**

AIRPORT

TRANSIT HUB

GAS STATION

Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.

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.
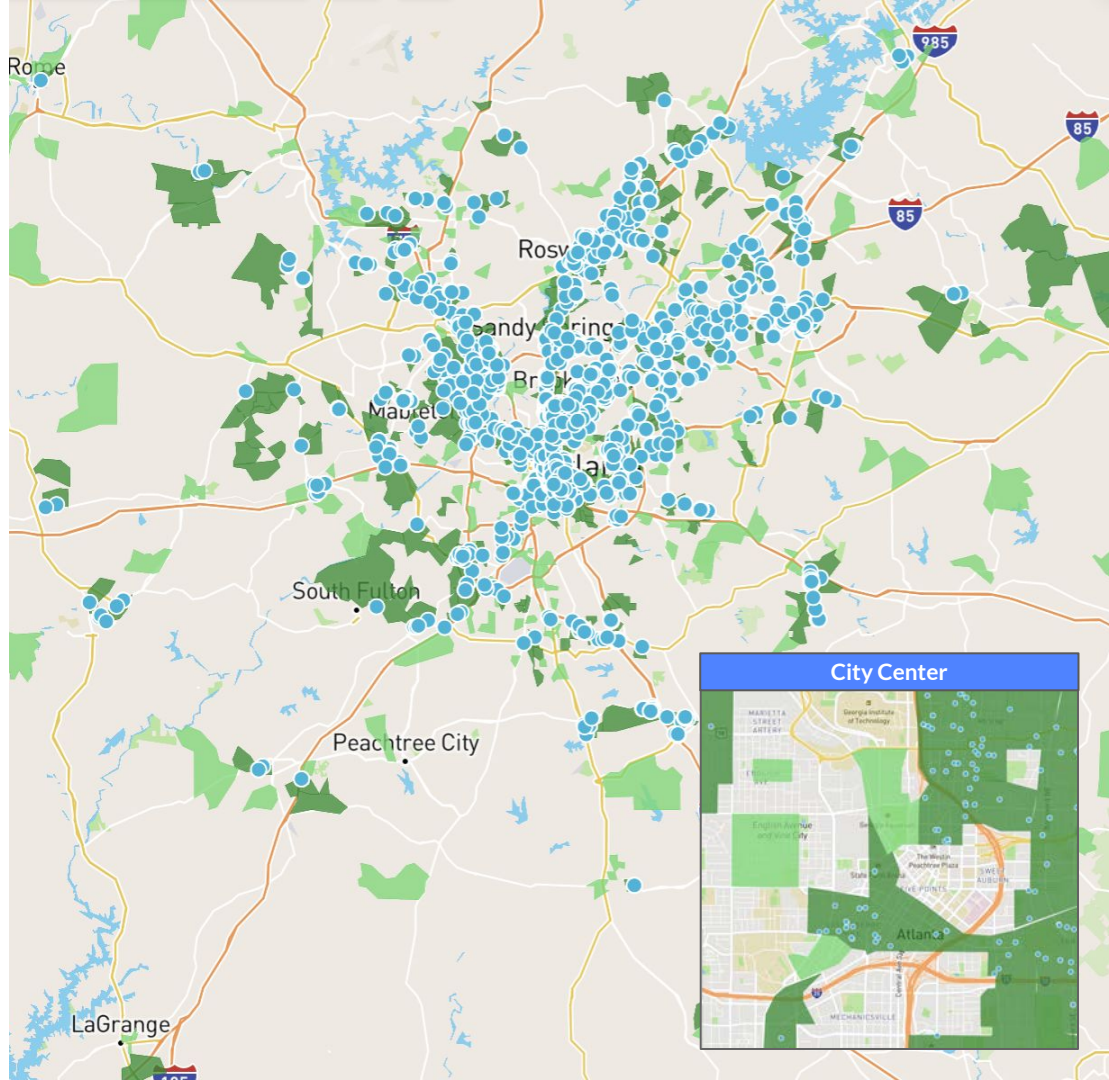
Audience Targeting Example:
A25-54

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

Legend

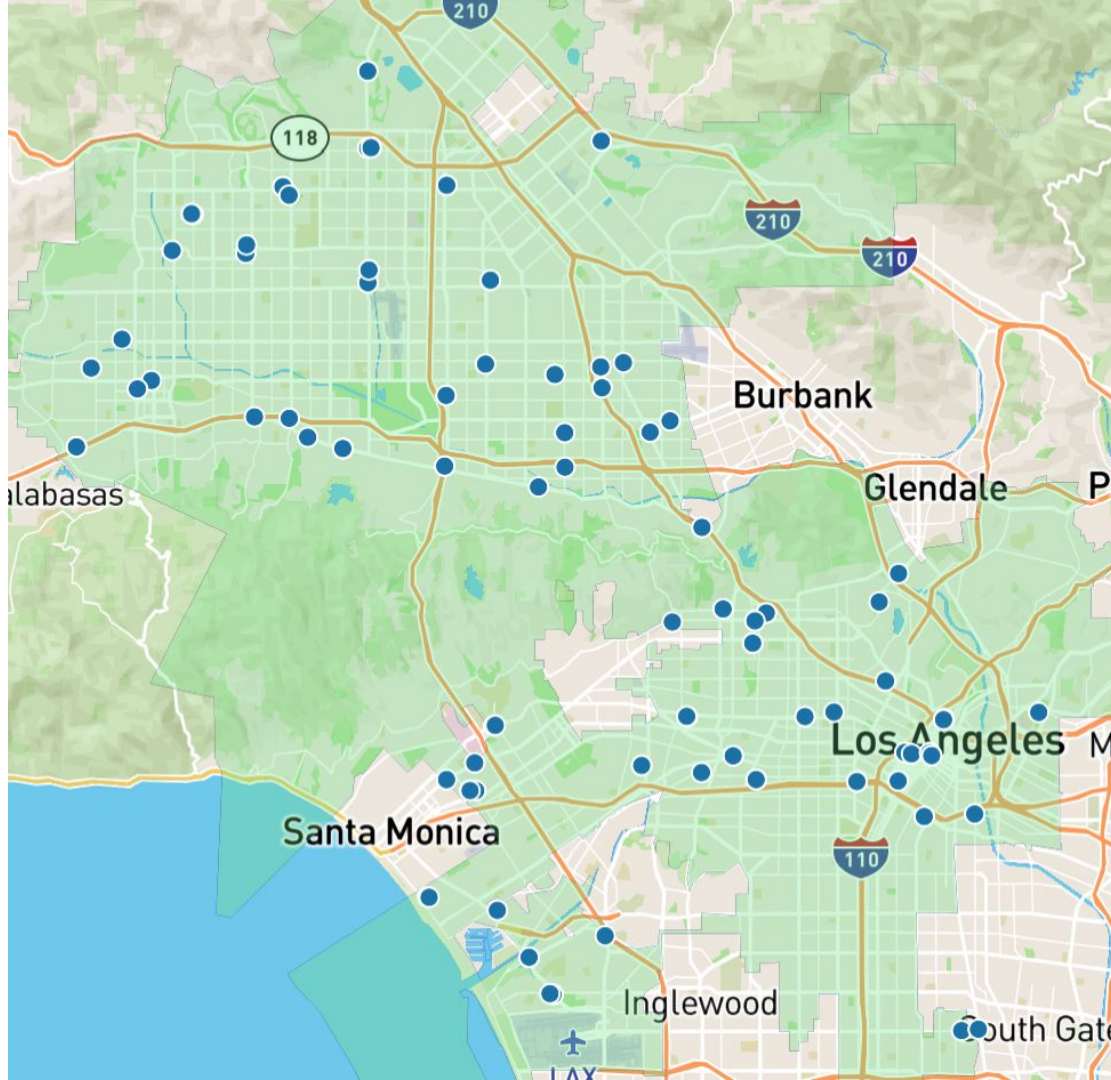DOOH Inventory   ●

Over-Indexing   ▬

Physical Context Targeting Example: Gyms

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

Legend

Gym inventory ●

Location Targeting Example:
Grocery Stores

DOOH media located within a **10-mile** radius of **retail liquor stores** in Atlanta, GA
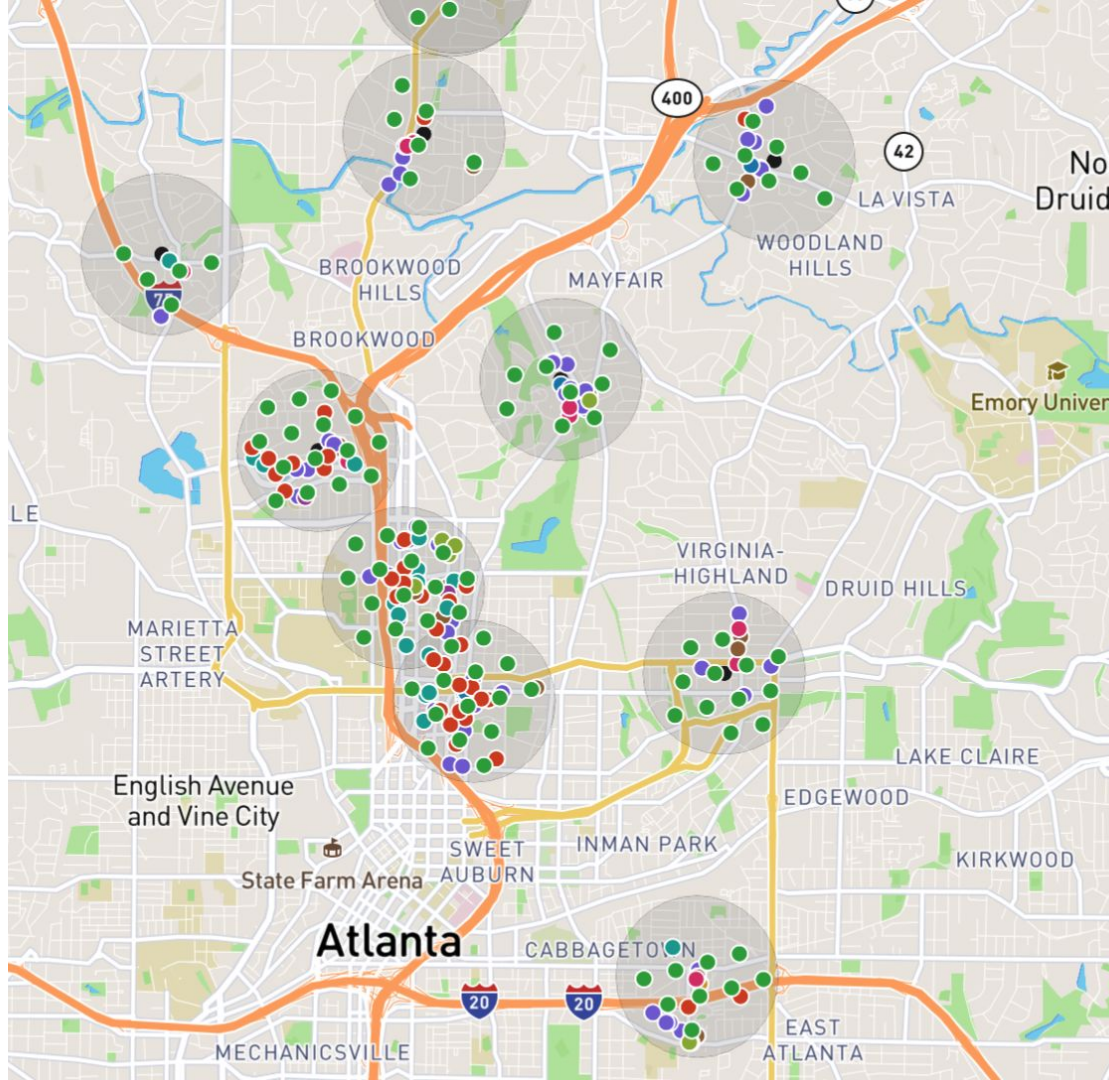
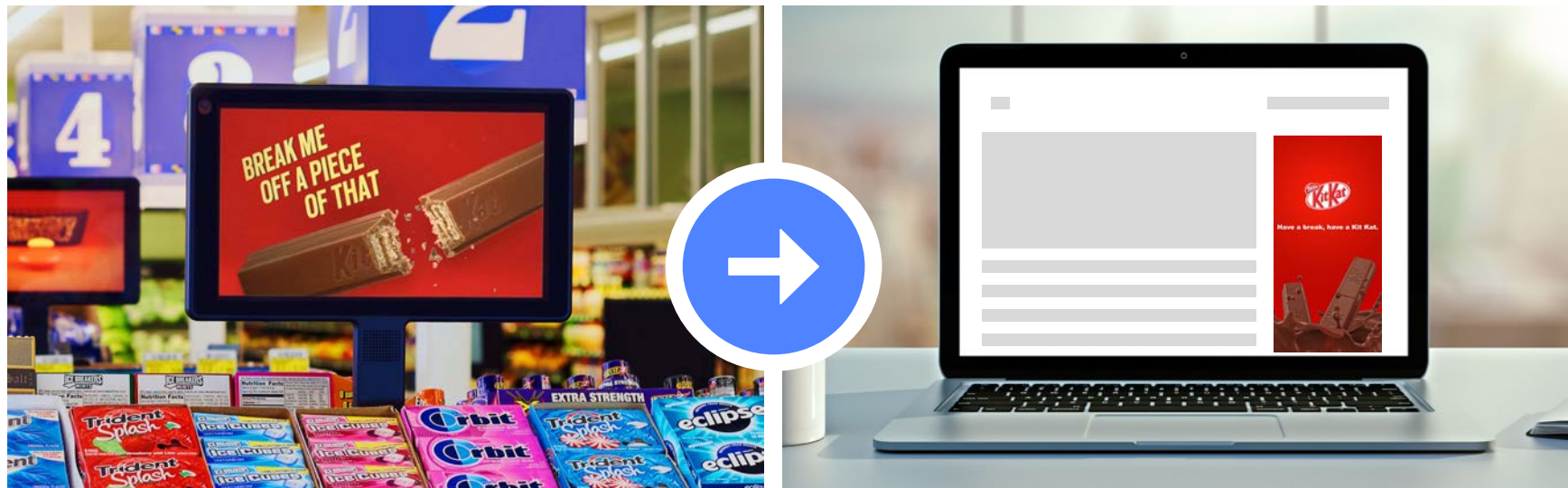| Publishers	
Publisher 1	●
Publisher 2	●
Publisher 3	●
Publisher 4	●
Publisher 5	●
Publisher 6	●
Grocery store location	●

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

Support for standardized and custom creative executions

While there are thousands of native sizes in OOH, Place Exchange can help streamline and auto-scale them to a few standard sizes for your campaign.

- Video & display support of standardized sizes or custom creative assets
- Support from PX Creative Solutions to build or resize assets
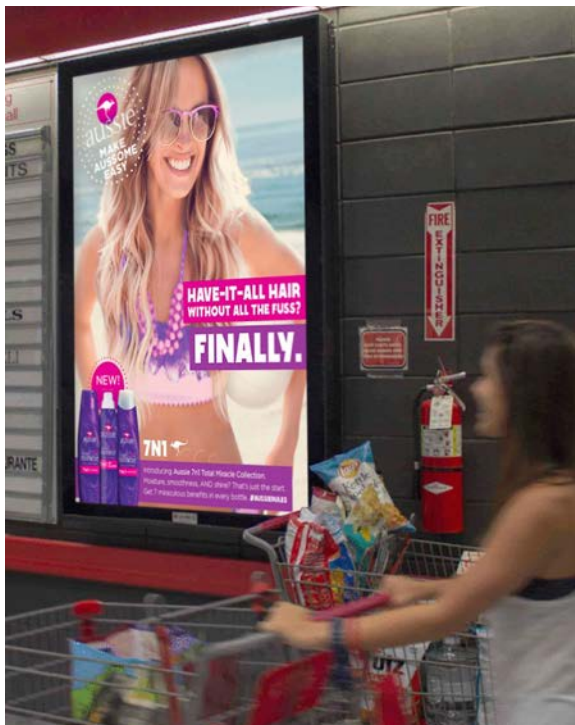
Place Exchange's Dynamic Creative Solution

Customize your digital out-of-home (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
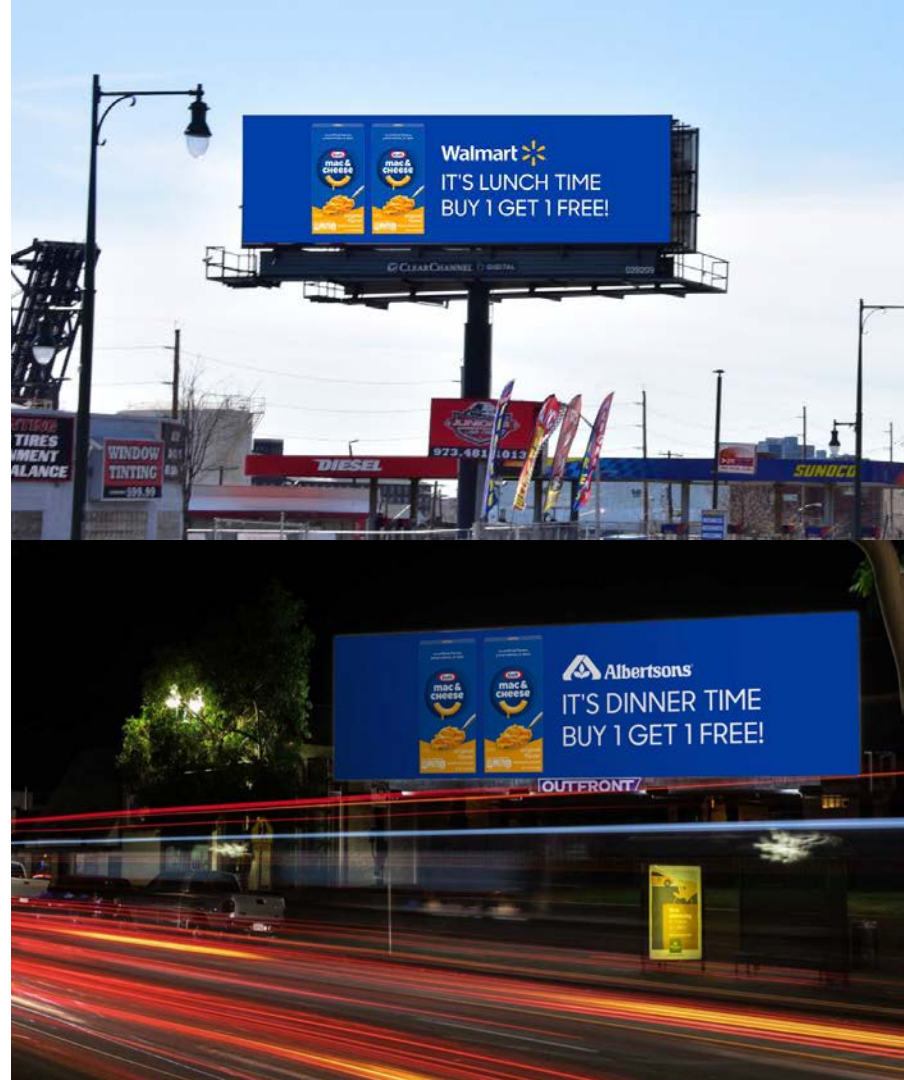
Call to Action

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
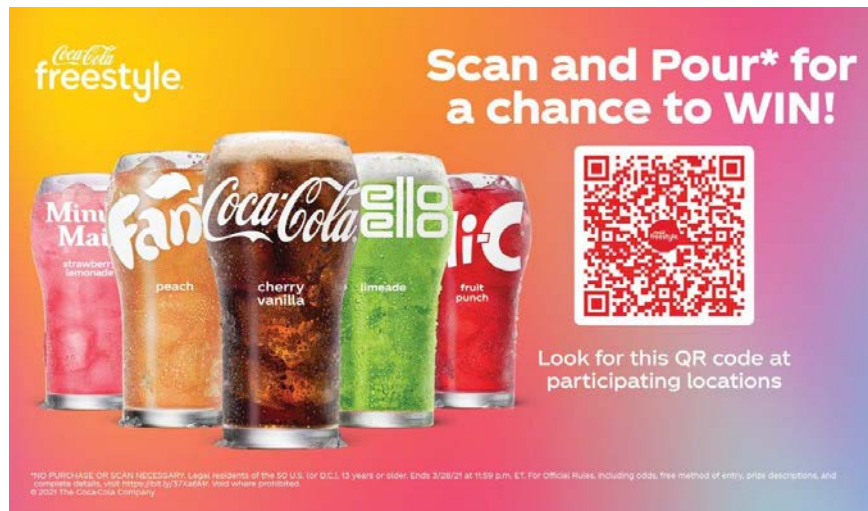
Measurement & Innovation in DOOH
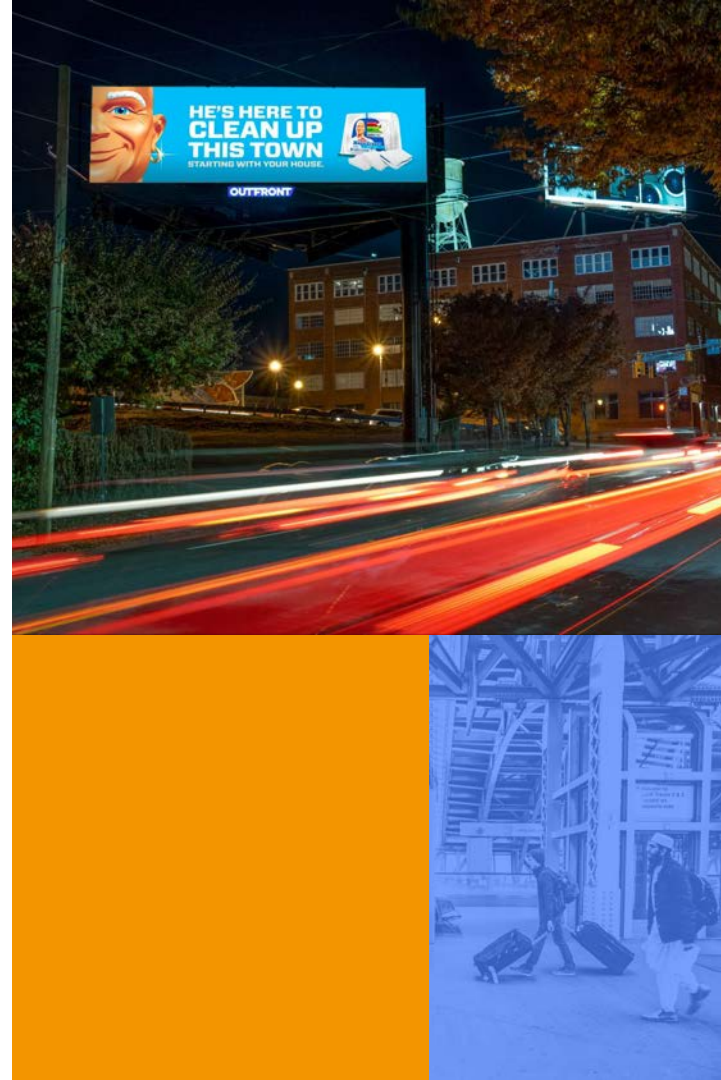
Measure the full-funnel impact of DOOH

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

Easily integrate DOOH to existing Measurable Solutions

| Brand Lift	Foot Traffic	Offline Sales
LUCID	IN MARKET	Circana.
mfour	FOURSQUARE	ncs NCSolutions

PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the <u>OAAA OOH Impression Measurement Guidelines</u>, 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

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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
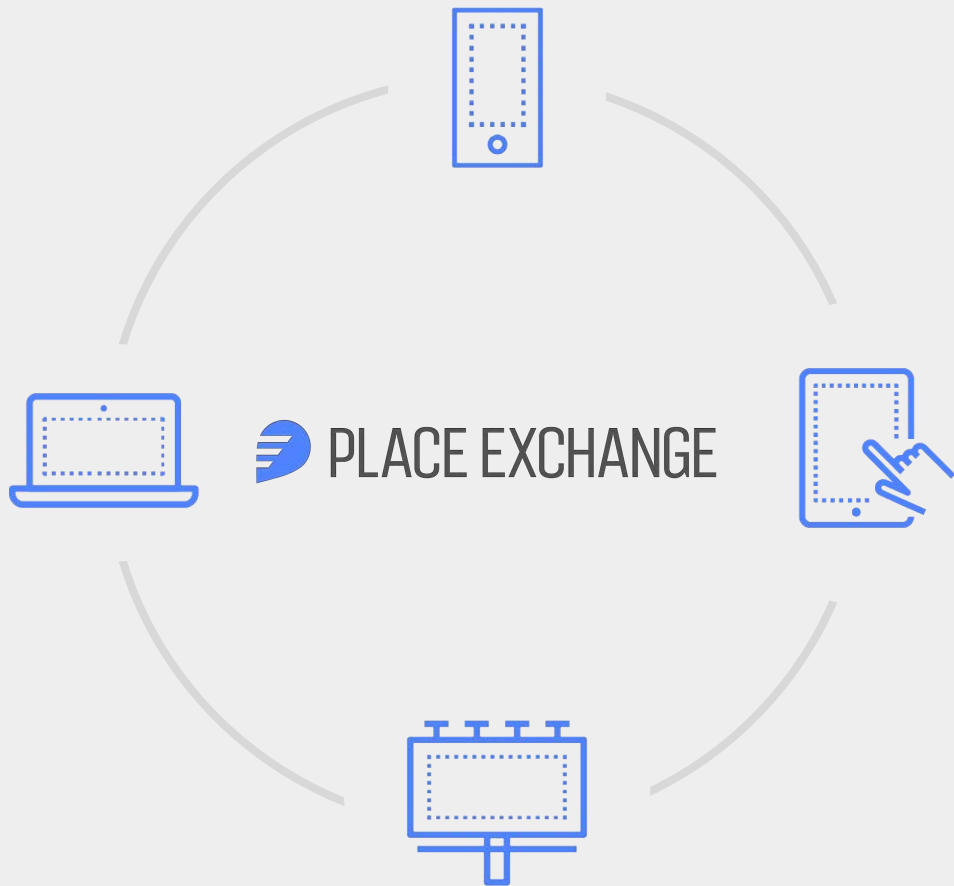
PLACE EXCHANGE

Unlock the real power of OOH

sales@placeexchange.com

Appendix

Large Format

- Short dwell times (ex. billboard average viewing time is 5-8 seconds)
- Larger-than-life screens optimal for high-impact branding
- Target consumers along their commuting paths for high frequency reach

Urban Street Level

- Short to medium dwell times (ex. taxi top viewing time is 8 seconds; in-car ads are served during rides that take up to 20+ min on avg)
- Generate brand awareness at scale, or deliver hyper-local impressions
- Human-scale screens optimal for short videos and interactive opportunities

Brand Awareness & High-Impact

Convert & Physical Proximity

Retail Media

- Medium dwell times (ex. customers spend on average 4.5 minutes at checkout)
- Access to shoppers at point of purchase and the ability to unify with other retail-centric marketing initiatives
- Consumer proximity to screen enables interactive opportunities

Place-Based

- Long dwell times (ex. customers average 2 hours in bars)
- Captive environment optimal for video content
- Consumer proximity to screen enables interactive opportunities

Deep Engagement & Long Dwell Times

PLACE EXCHANGE

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** **GSTV**

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.
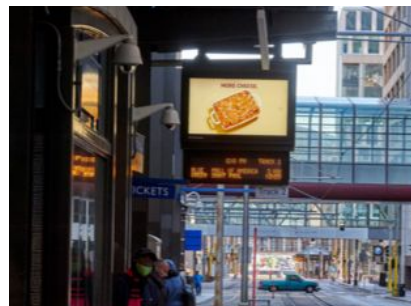>
> Klaudia Smykowska
> Director Programmatic, Havas Media
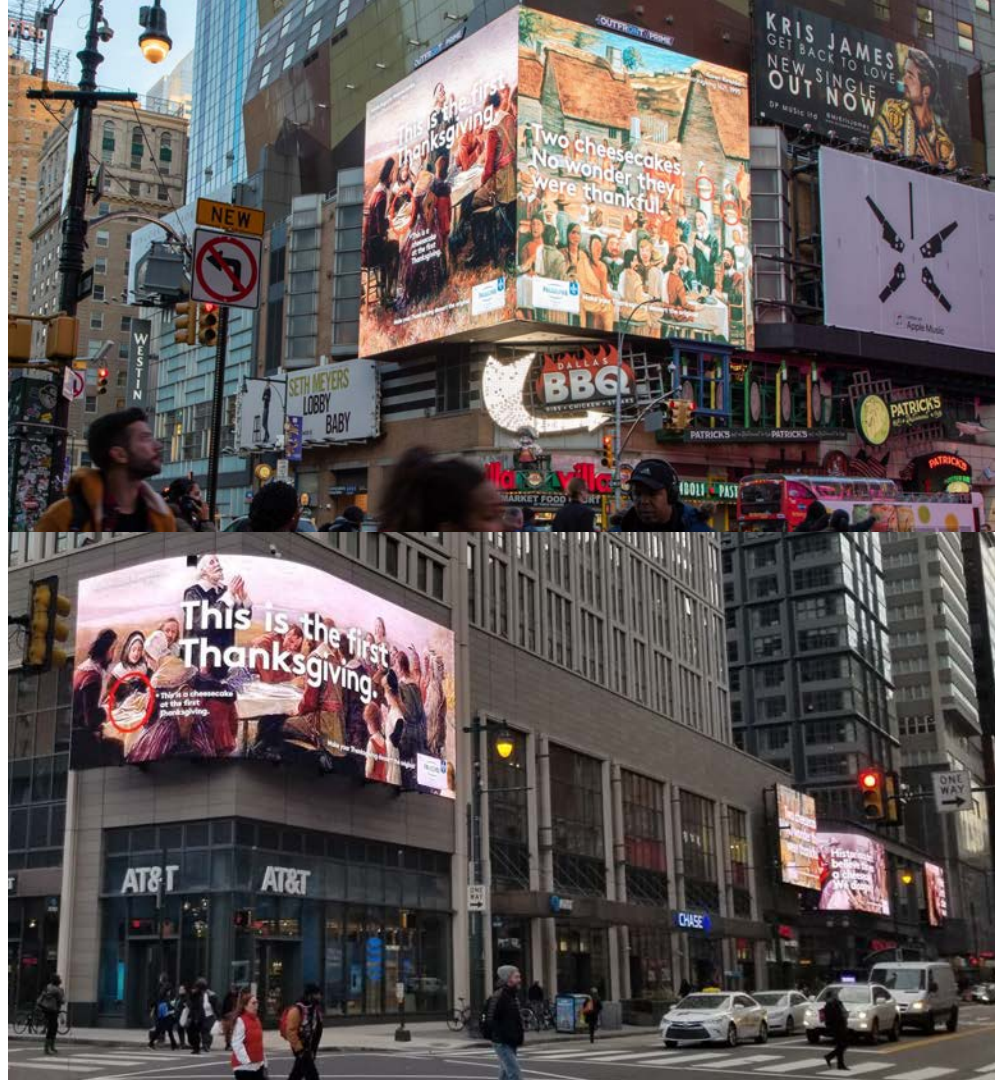
Grocery TV

G STV

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.

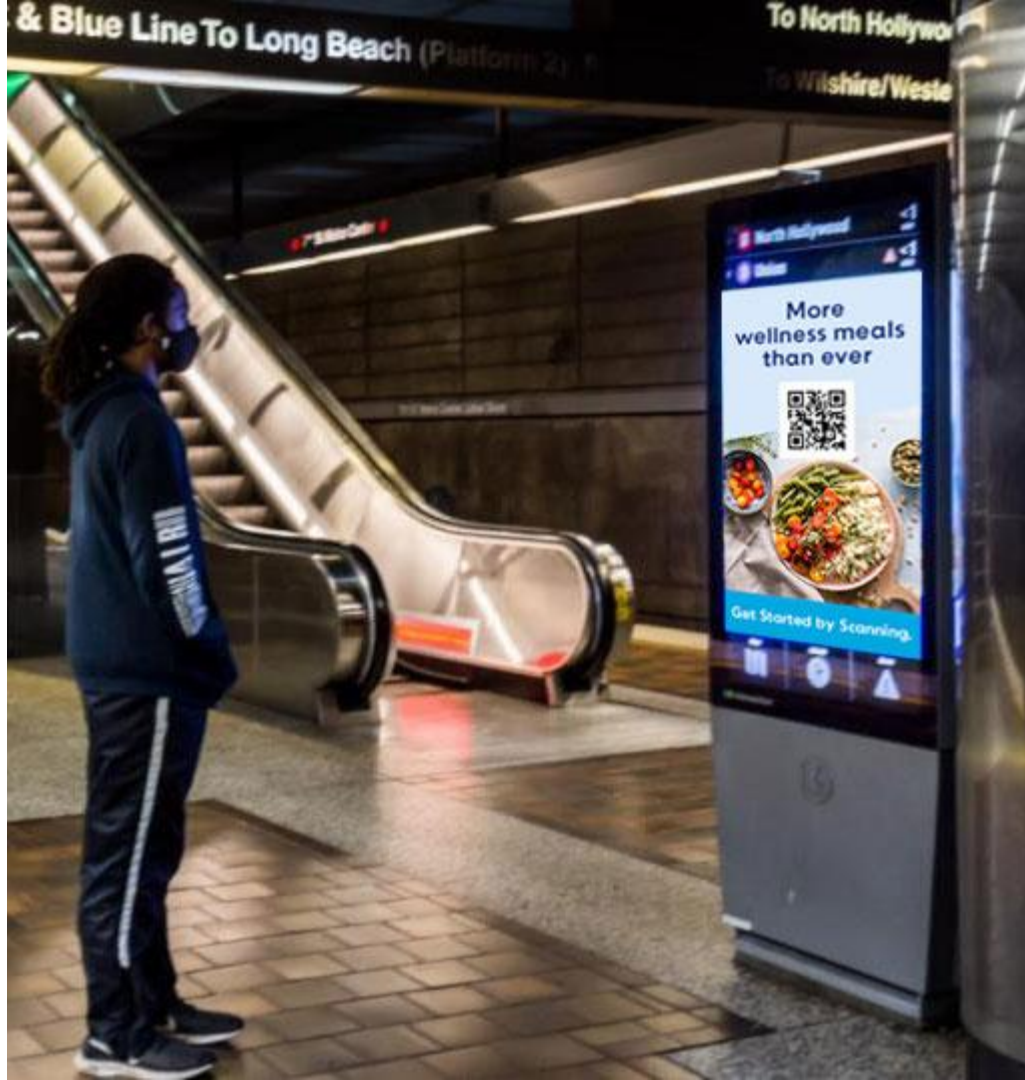**razorfish** x **PLACE EXCHANGE**

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	Success Metrics	Methodology
• 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	• 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	• 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

Publishers	
Firefly	🔴
Intersection LinkNYC	🔵
Octopus	🟢
NRS	🔴
Lyft	🟡
Intersection Cities and Transit	🔵

Sample: Healthy Strivers
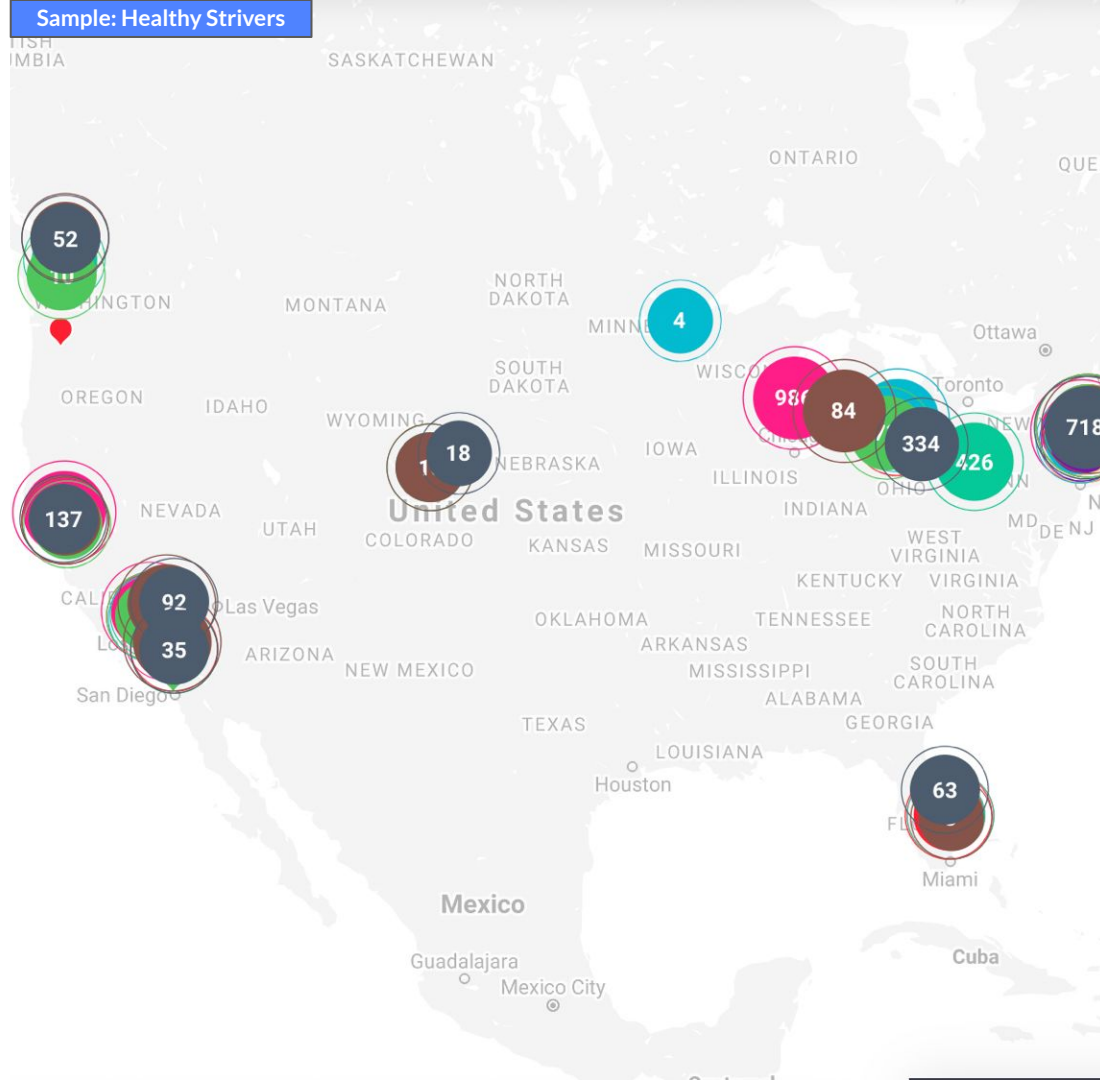
Campaign Results

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.