

Capture Consumer Attention with DOOH Dynamic Creative



Place Exchange can serve true dynamic creative on the majority of DOOH screens via any DSP, giving all advertisers the ability to tailor messaging with endless creative possibilities and maximize real-time relevance. From weather triggers, to sports scores, to product promotions and more, marketers can use dynamic creative to customize messaging in the real world as never before.

Key Features

- 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 the majority of Place Exchange publishers
- Activate dynamic creative for DOOH through any DSP
- *Support for localized dynamic video with real time content coming soon*



Contextual campaigns boost consumer engagement

Across the marketing funnel, contextually relevant OOH messaging drive lift in performance metrics.

+57%

**Brand & Ad
Awareness**

+63%

**Store &
Web Visits**

+50%

Purchases

Source: Talon Benchmarks

Activate your dynamic creative campaign

- Reach out to your dedicated PX support team to set up your dynamic creative template and creative assets.
- What does your ad look like? (Share any available creative assets, mock up examples)
- What elements will change dynamically within the ad?
 - Describe logic for changes based on location, date/time, weather, custom signals, etc.

*Here are some PX-certified 3p dynamic creative companies. Let us know if you have a partner you would like to work with.

 Advanse

 flashtalking
by MediaOcean

flux

Grand
VISUAL

 LUCIT

Shop  Liftr



Contact us-programmatic-sales@broadsign.com to learn more