

Place Exchange

Dynamic Creative



Agenda

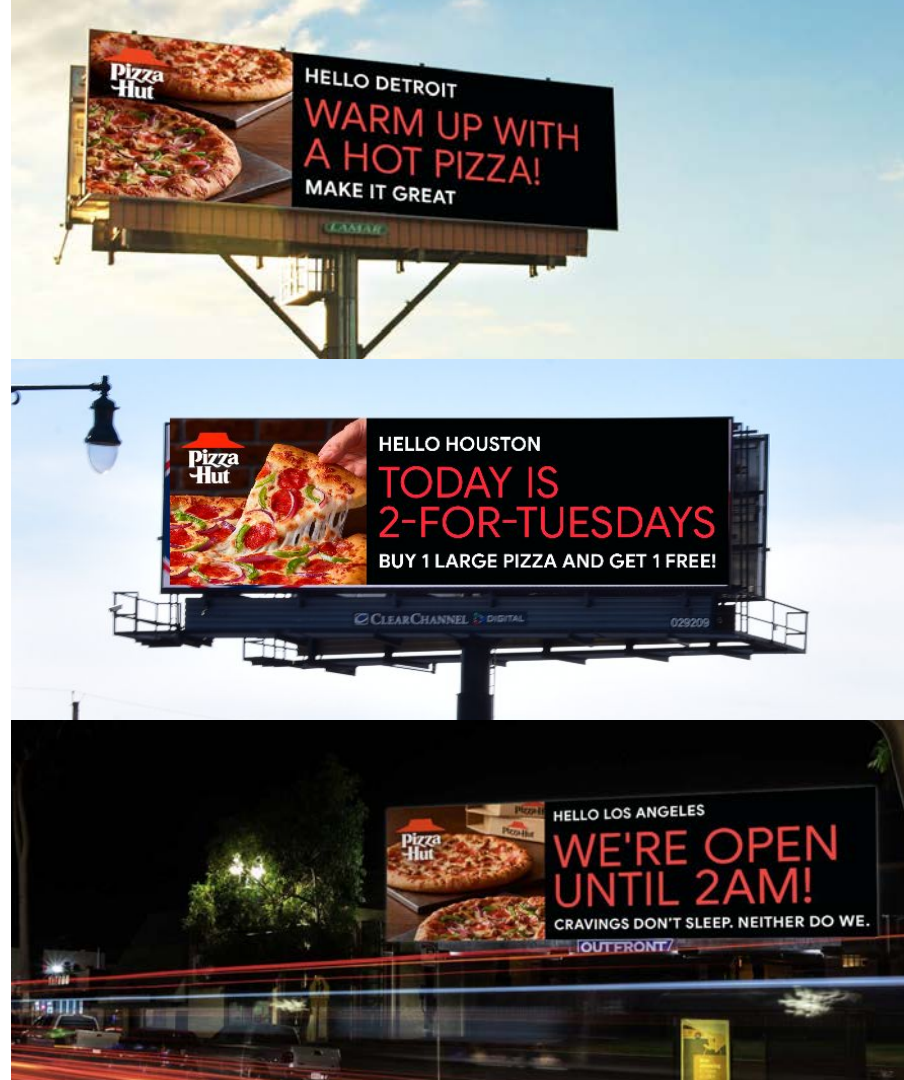
1. Benefits
2. Dynamic Creative Examples
3. How to Get Started



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 any preferred DSP



Contextual campaigns boost consumer engagement

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

Uplift from contextually-relevant OOH messaging:



**Brand & Ad
Awareness**



**Store &
Website Visits**



Purchases



Dynamic Creative Example: Showcasing Local Offerings

Customizations can include local data, such as a local agent, town name, and nearest store location, and more.



Dynamic Creative Example: Scheduled Product Promotion

Dynamic creative allows for variation of products/offers by market, day of week and time of day.



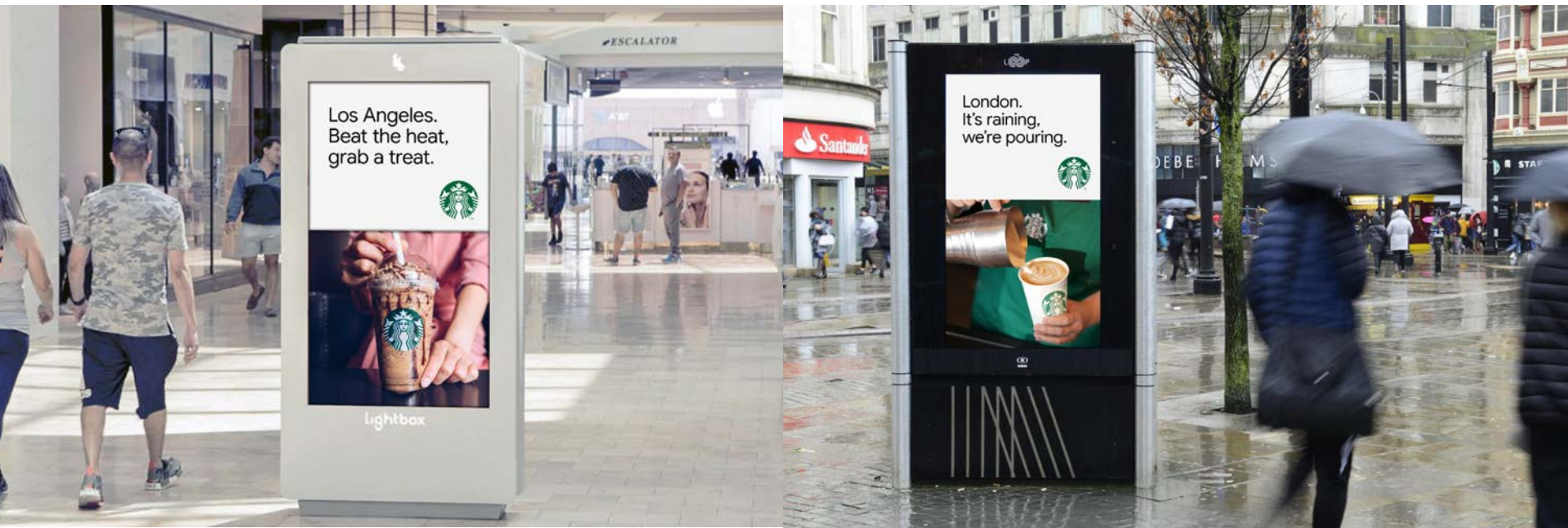
Dynamic Creative Example: Daily Countdowns

Countdowns can create buzz and anticipation around movie/TV premieres, sporting events, cultural events, and more.



Dynamic Creative Example: Weather-Based Messaging

Messaging can be adapted based on data feeds such as the weather at the screen location.



Dynamic Creative Example: Custom Data-Driven Feeds

Brand messaging can be combined with other data such as the times of major sporting events or other cultural events.



Dynamic Creative Example: Mapping Directions

Add driving or walking directions and mapped routes to the closest retail location, or other points of interest.



2 steps to activate a dynamic creative campaign

1. Share campaign details with PX

Reach out to sales@placeexchange.com with the dynamic creative campaign details below. Place Exchange will evaluate the opportunity and develop a media proposal for your approval.

- Objectives/KPIs
- Budget
- Flight dates/length
- Geography (States, DMAs, Zips, POI/Radius)
- Additional Targeting Parameters (Audience, Custom Routes, etc.)
- Inventory Preferences (Publishers, Venue/Format Types)
- Deadline

2. Set up the creative with 3p creative partner

Reach out to your preferred 3p dynamic creative partner* with the **subject line “PX Dynamic Creatives Request”** to set up your dynamic creative template and creative assets.

- What does your ad look like?

Creative Assets

Mockups

Files

- 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 company you would like us to add.



Dynamic Certified Publishers

A LOT
MEDIA

adams

ADAPT
media

ADKOM

adPlanet
by colinstar

Alight
MEDIA

ALLVISION

astral

atm.tv

ATMOSPHERE
Better TV for Business

BIG OUTDOOR

brandedcities

CAPTIVATE

CEN
MEDIAGROUP

Clear Channel

ECN

GLOBAL
VIA PUBLICA

Grocery TV

Intersection

iQ

LAMAR

LIMITEDSPACE

London Lites

loop

NRS DIGITAL MEDIA

Octopus

ike SMART CITY +
ORANGE BARREL MEDIA

OUTFRONT

PatientPoint

Perpetual Media

PIXOLOGY
OUTDOOR

PUBLIC

RETAIL
FLUENT

screenverse

SIMON
MALLS

SMART
CITY
MEDIA

STARLITE

swiftmile

TAIV

terraboost
MEDIA

TOPGOLF

TouchTunes

tumDOOH

Uber OOH

VELOCITY

VENDO
media

Vengo

vertical
IMPRESSION

volta

ZOOM
MEDIA
GET ACTIVE. GET RESULTS.

and more!



Assembling your dynamic creative concept

Visual components

e.g., product images, background images, logos, etc.



Text components

e.g., headline ad copy, CTAs, disclaimers, etc.

Describe the dynamic creative logic

e.g., “based on the location of the DOOH screen, change the following elements to promote the local agent”

- Photo of agent
- Name of agent
- City of agent

Unlock the power of dynamic creative OOH.

sales@placeexchange.com

