



 PLACE EXCHANGE
by  BroadSign

Place Exchange Dynamic Creative



Agenda

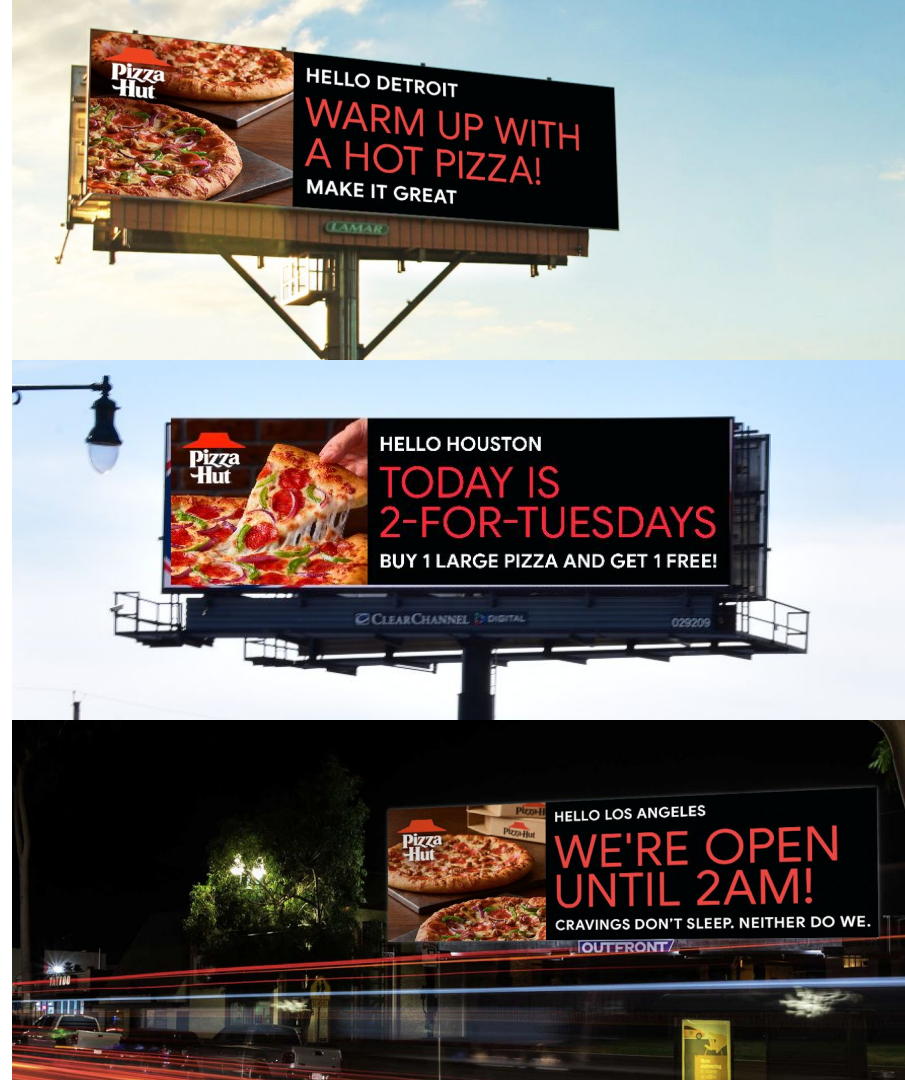
1. Benefits
2. Dynamic Creative Examples
3. How to Get Started



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 the majority of PX publishers and DOOH venue types
- Activate dynamic creative for DOOH through any preferred DSP



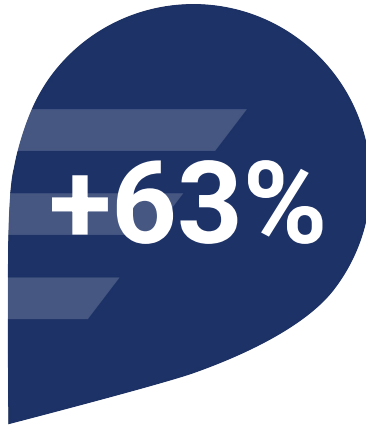
Contextual campaigns boost consumer engagement

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, 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.



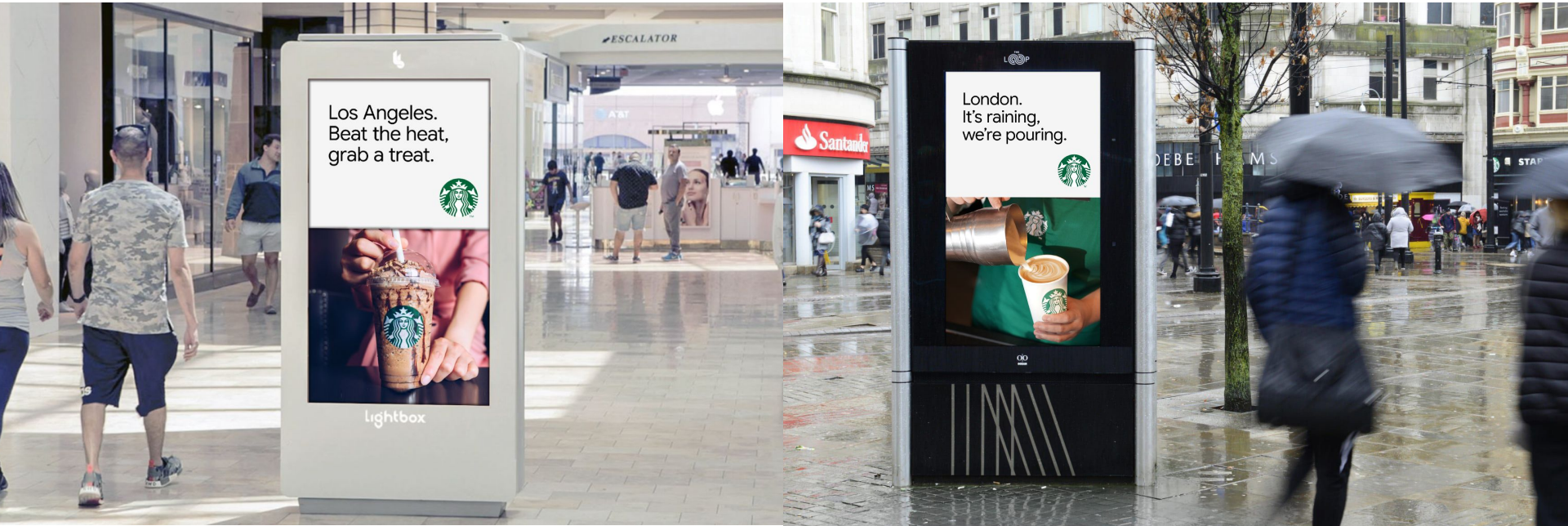
Dynamic Creative Example: Daily Countdowns

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.



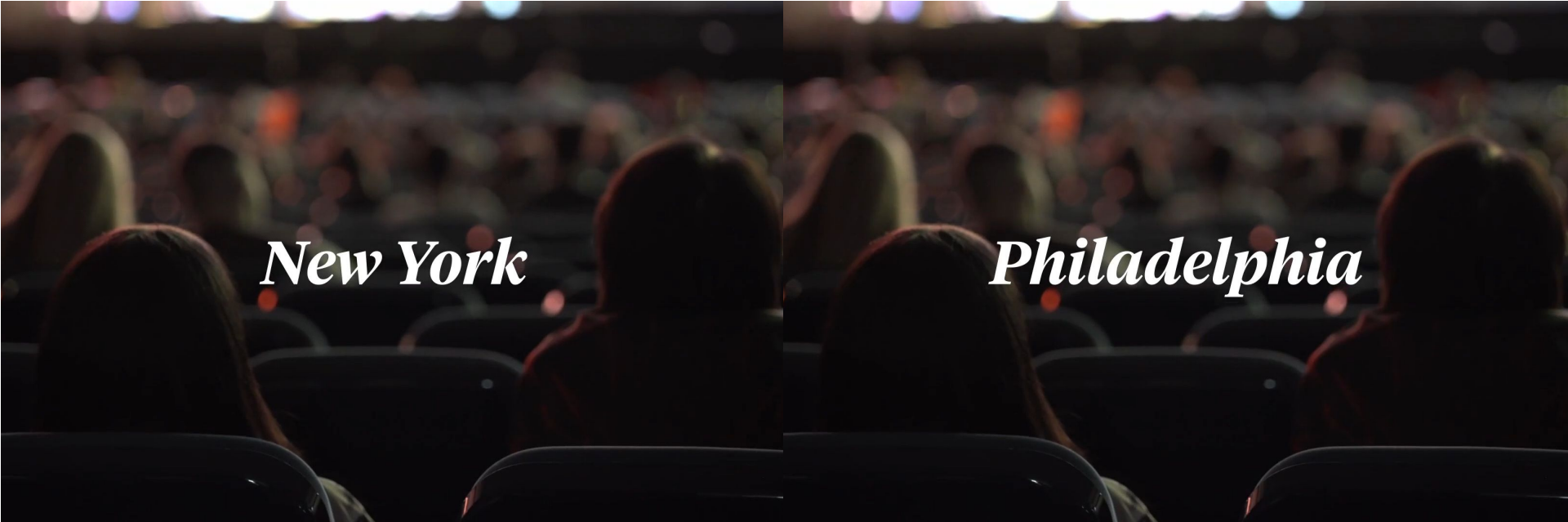
Dynamic Creative Example: Mapping Directions

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



Coming Soon: **Dynamic Creative Video**

Support for localized dynamic video with real time content



New York

Philadelphia

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.



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.

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