



Hit the Runway with Programmatic DOOH

From shopping districts, to malls, to transit hubs, programmatic DOOH gives fashion brands a front-row seat to consumer attention in the real world. Stay top-of-mind with high-impact screens in any physical environment, and reach shoppers on the go.

\$558
million

spent by US consumers
on fashion in 2024¹

86%

engagement from
consumers exposed to
OOH luxury apparel ads²

Source: ¹Statista, 2024, ²OAAA, 2023



Leverage advanced targeting capabilities

- Screen location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events

Target by shopping district

Map showing sample inventory in the 5th Ave shopping district.



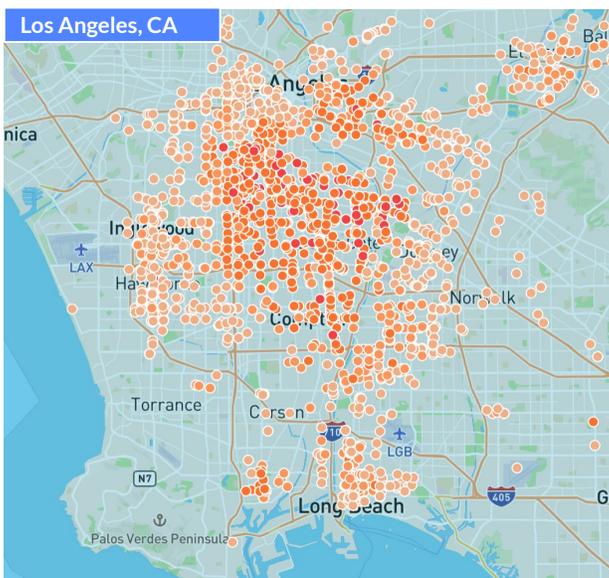
- Total Screens: 88
- Impressions (4-week): 42.9M

Publishers

Intersection LinkNYC	
JCDecaux	
AdStash	
Outfront	
Screenverse	

Target by behavior

Map showing sample inventory in Los Angeles that index high for fashion-driven shoppers.



- Total Screens: 4,362
- Impressions (4-week): 834M

Screen-level Index

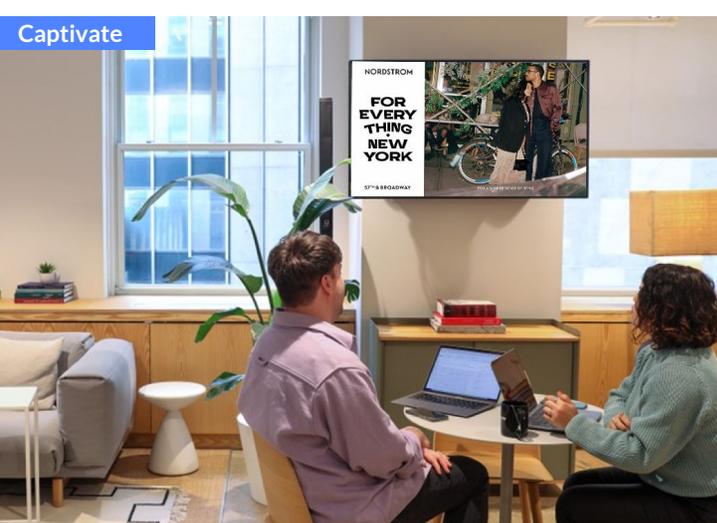
110-120	
120-130	
130-140	
140-150	
150-160	
160-170	
170-180	
180+	

Reach shoppers with Place Exchange's 475,000 - screen Shopping Network

- Storefront video/displays ads capturing attention at the point of entry
- Kiosks and spectacles placed throughout shopping malls
- Bus shelters, urban panels, and billboards at the center of fashion and shopping districts



Maximize impact with Dynamic Creative executions and QR codes



Increase relevance and engagement with Dynamic Creative

Use dynamic creative to make your message relevant, using real-time triggers, dynamic data feeds, directions, countdowns, and more.



Drive sales and holiday promotions with QR Codes

Place QR codes on any eye-level screen, enabling customers to engage with your ad, receive special coupons, and more.

Contact sales@placeexchange.com to learn more