



## 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.

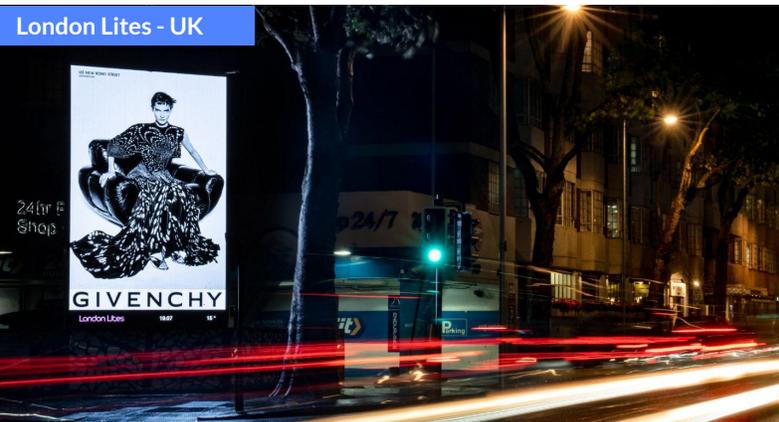
**\$75**  
billion

spent by European consumers on fashion in 2024<sup>1</sup>

**84%**

of European retail sales take place in-store<sup>2</sup>

Source: <sup>1</sup>Research and Markets, 2025 <sup>2</sup>EDCB, 2024



Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more

## Reach shoppers with Place Exchange's EMEA Shopping Network 30,000+ screens across retail media, street furniture and billboards

- 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

Elan Media - UAE



Adriatica Pubblicità - Italy



## Maximize impact with Dynamic Creative executions and QR codes

DAOOH - Spain



Domminaction - Italy



### 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.

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