Unlock the Power of Programmatic OOH for **Finance**

PLACE EXCHANGE

Agenda

1. **Why Programmatic OOH**

2. **Place Exchange Media Offering**

3. **Creative Capabilities**

4. **Measurement**

5. **Appendix: Case Studies**

Finance objectives and goals

- Mass reach at cost-effective CPMs - drive brand awareness, launch a new product or service, and promote seasonal offerings

- New customer acquisition

- Build trust amongst consumers

- Target audiences with specific demographics and interests

- Deliver memorable, high-impact creative

- Ability to message to audiences with customized real-time content and promotions

- Drive foot traffic to local bank branches and other bottom of the funnel activities

- Activate an omnichannel strategy
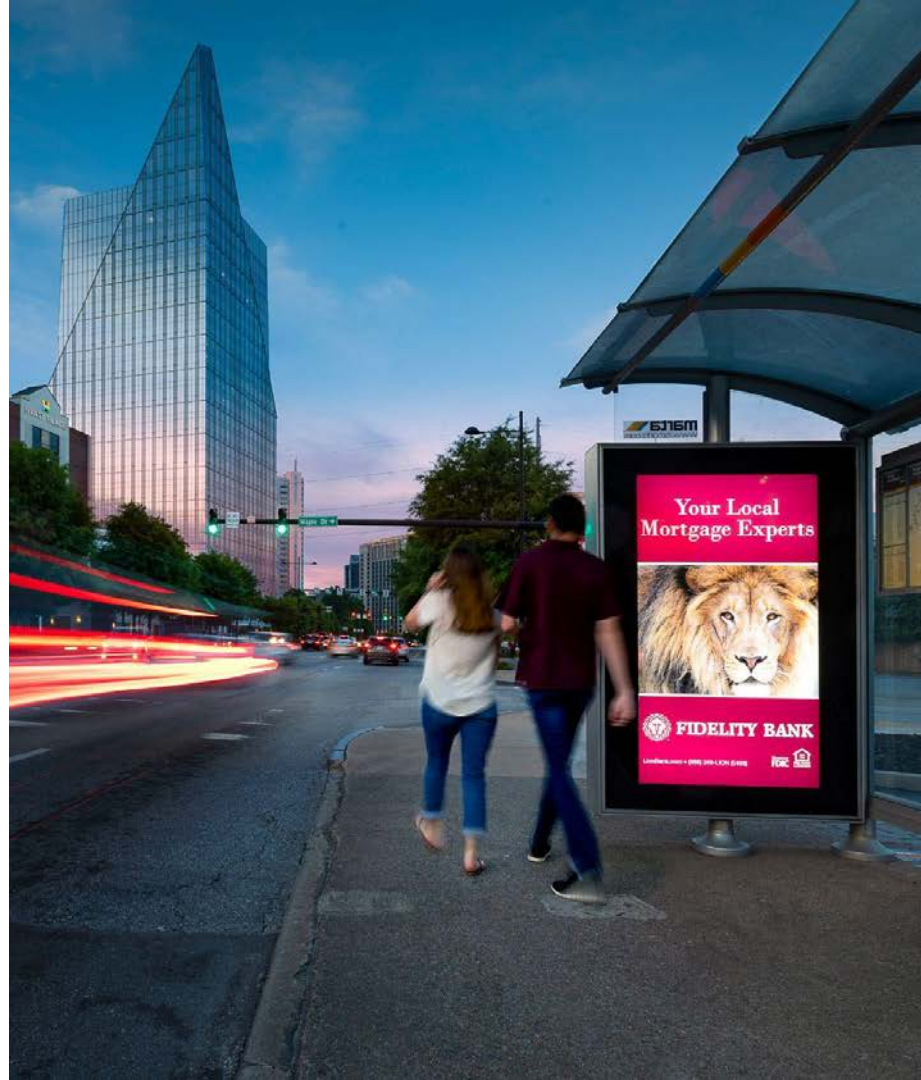
Why Programmatic OOH for Financial advertisers

- **Massive reach at cost-effective CPMs** - compared to more expensive linear TV, CTV, and other digital channels

- **Strategic audience targeting** - leverage first- and third-party data

- **High-impact life-size digital screens** in meaningful physical environments

- **Dynamic creative capabilities** to increase relevance and engagement

- **Track and optimize** - service applications, new accounts, and more

- **Advanced measurement** - ability to measure desired outcomes

- **Omnichannel approach** - unify DOOH messaging with marketing efforts in other channels

- **DOOH is just another digital screen -** but fraud free, 100% viewable, non-skippable

Examples of Financial advertisers in the top 100 OOH spenders in the US (Source: OAAA)

Capital One   AMERICAN EXPRESS   BARCLAYS   Expensify   JPMorgan Chase & Co.   State Farm   BANK OF AMERICA

Increase brand quality, trust, & consumer engagement with OOH

106% increase in perception of brand quality for advertisers that dedicated 15% or more of their ad budget to OOH

85% of OOH viewers find the ads useful

58% of consumers trust messaging in OOH ads, higher than for *any* other channel

**46%** of adults have performed an internet search after seeing an OOH ad

4x more online activity per OOH ad dollar spent than TV, radio and print

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Sources: Rapport, OAAA & The Harris Poll, mFour, Peter J. Solomon Study/Wall Street Research, Nielsen

Access a variety of consumer contexts

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.
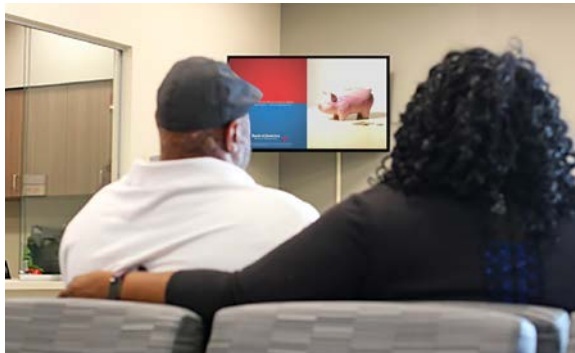
Activate the full-funnel impact of DOOH

Top of the funnel
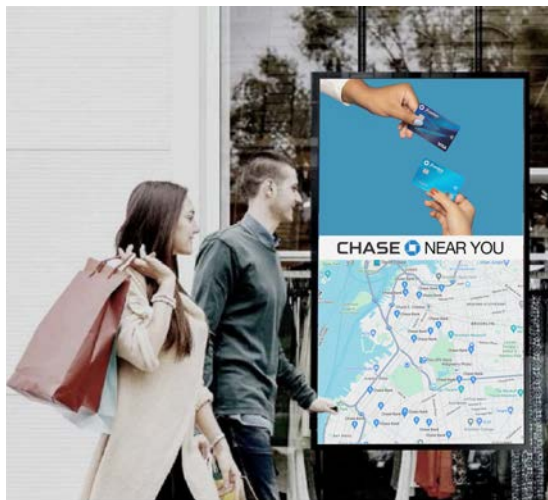Brand awareness, Brand affinity

Middle of the funnel
Promote consultation offers, finance tools and resources

Bottom of the funnel
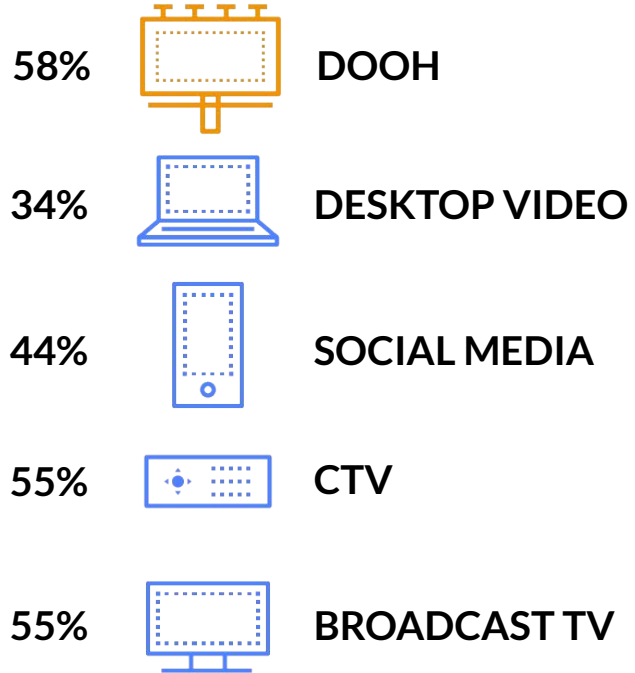QR Scans, Product and service applications, Foot traffic
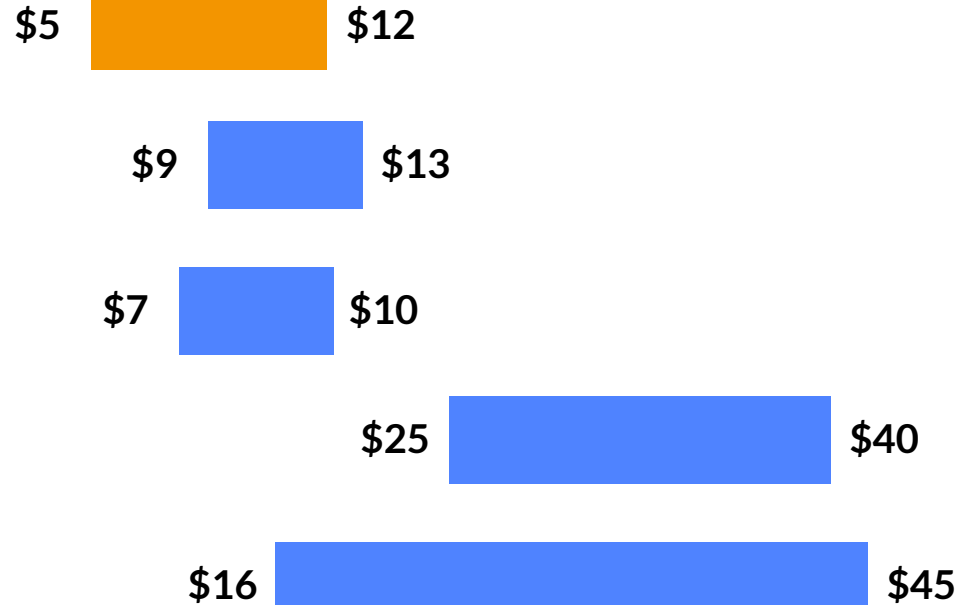

REACH

ACT

CONVERT

Leverage the most trusted medium with the lowest avg. CPM
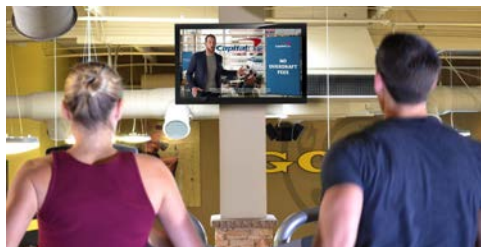
Consumer trust

CPM

58% DOOH $5 ... $12

34% DESKTOP VIDEO $9 ... $13

44% SOCIAL MEDIA $7 ... $10

55% CTV $25 ... $40

55% BROADCAST TV $16 ... $45

Extend reach at cost-effective CPMs

Access the same audiences using DOOH complementing linear TV with more cost-effective CPMs.

$7.17 DOOH CPM

DOOH CPM is 85% less than linear TV CPM

$48.04 Linear TV CPM

Amplify online ads with DOOH

86% increase in interaction and buyer participation when a CTA is seen across both OOH and paid social ads[1]

87% of consumers were more likely to notice a brand on social media if they were exposed to a DOOH ad[2]

46% of adults have performed an internet search after seeing an OOH ad[3]

48% of consumers click on a mobile ad after being exposed to an OOH ad[4]

Sources:[1]OnDevice Research,[2]Neuro-Insight,[3]Peter J. Solomon Study/Wall Street,[4]OAAA & MRI|Simmons

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Place Exchange Media Offering

Place Exchange is the only independent and agnostic programmatic OOH SSP built for an open ecosystem
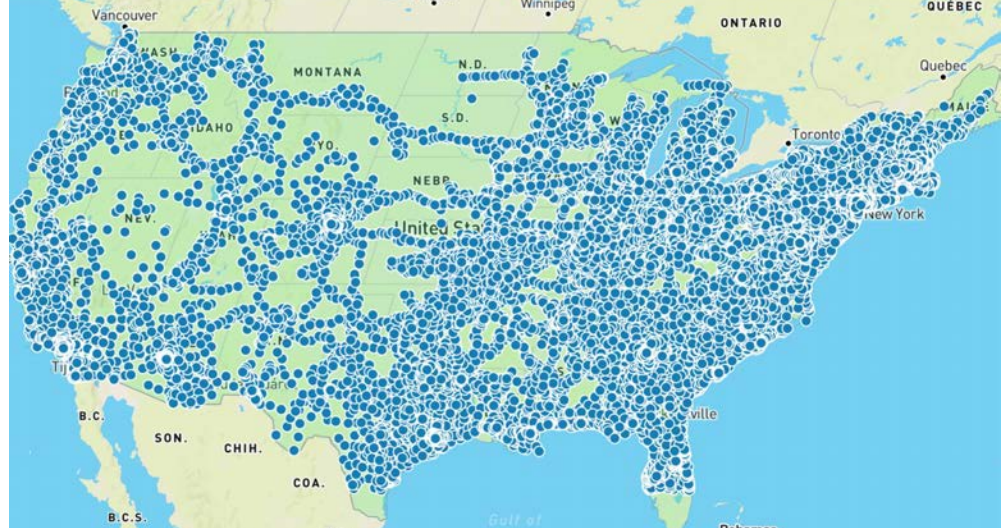
Vast coverage of all major OOH formats and venues

USA

126 billion impressions

789 thousand screens

Place Exchange is directly integrated with all the leading premium OOH publishers across North America

Ensure quality in the DOOH ecosystem with Place Exchange Clear

Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's <u>inventory standards</u>. All inventory is regularly reviewed for compliance.

Consistency

PX standardizes inventory attributes so buyers can transact across diverse DOOH formats. PX ensures consistency of impression counts by vetting each publisher's impression counting methodology, partners, and data sources.

Transparency

PX passes each publisher's media exactly as the publisher presents it with all associated data and no aggregation or bundling for full media transparency to buyers. PX provides proof-of-play validation. There are no hidden fees and no arbitrage.

Compliance

PX prioritizes privacy compliance in all jurisdictions in which it operates. PX is verified by TAG and a member of the NAI. PX requires its publisher partners to certify that they have the legal right to sell and display inventory on their assets.

Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.
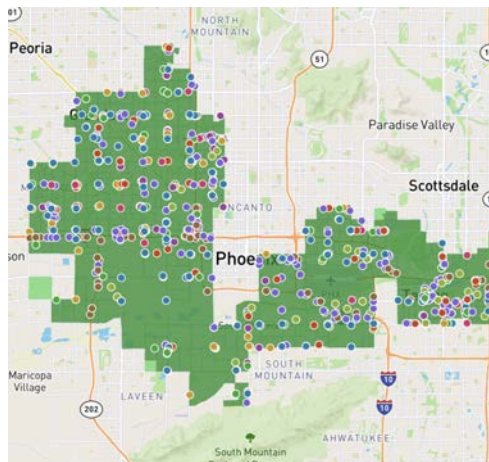
Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.

Location

PX enables location targeting at any level of granularity, from distinct points of interest, to custom geofences, zips, or DMAs.
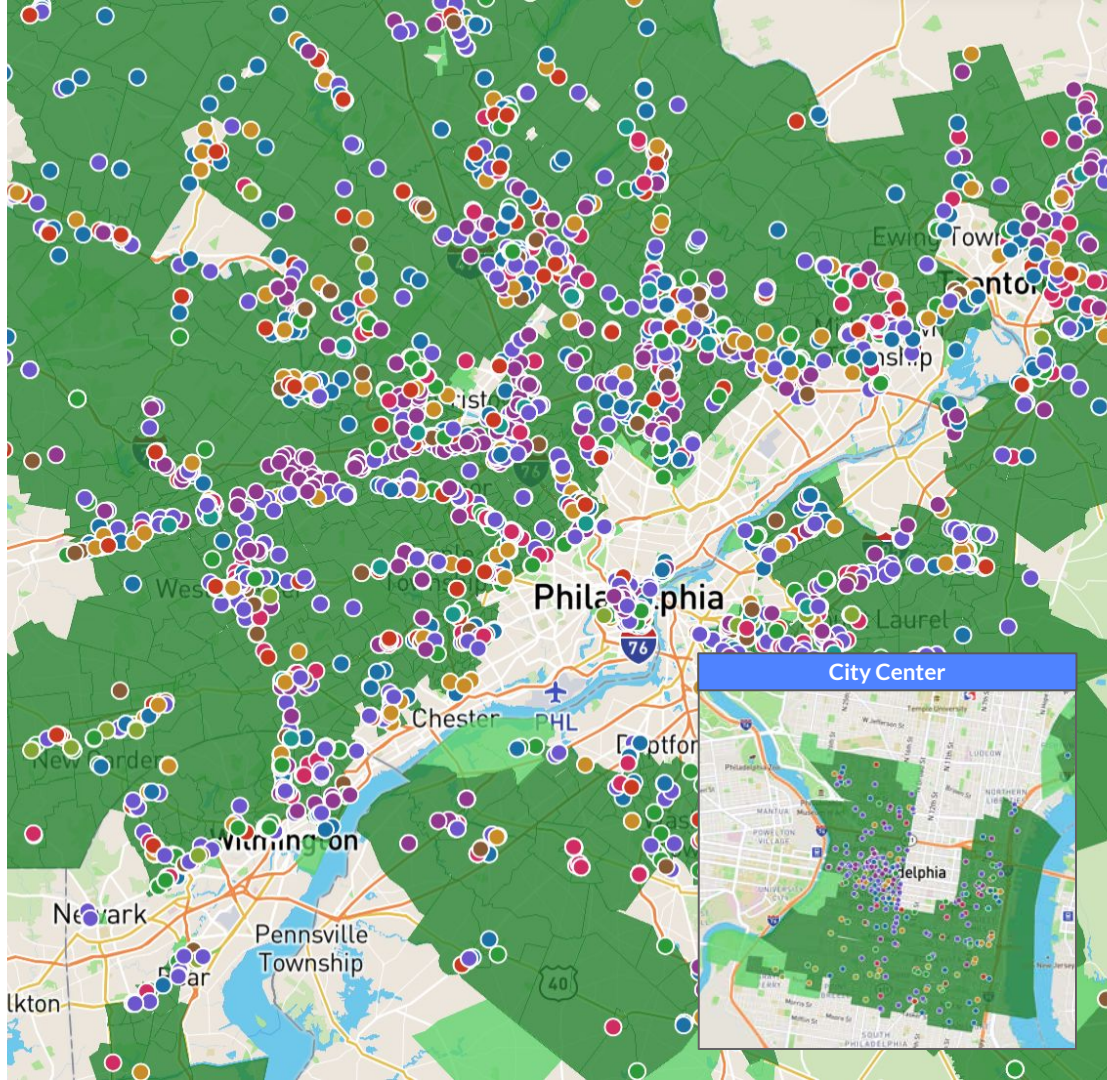
Audience Targeting Example:
Female Investors

Place Exchange DOOH inventory in and around areas of Philadelphia with a high index against **residents F25-34, $100k-$150k HHI, with money market funds.**

Legend

DOOH Inventory

Over-Indexing

City Center

Location Targeting Example:
Local Branches

DOOH media located within a **1500 feet** radius of a **retail bank location** in Lower Manhattan
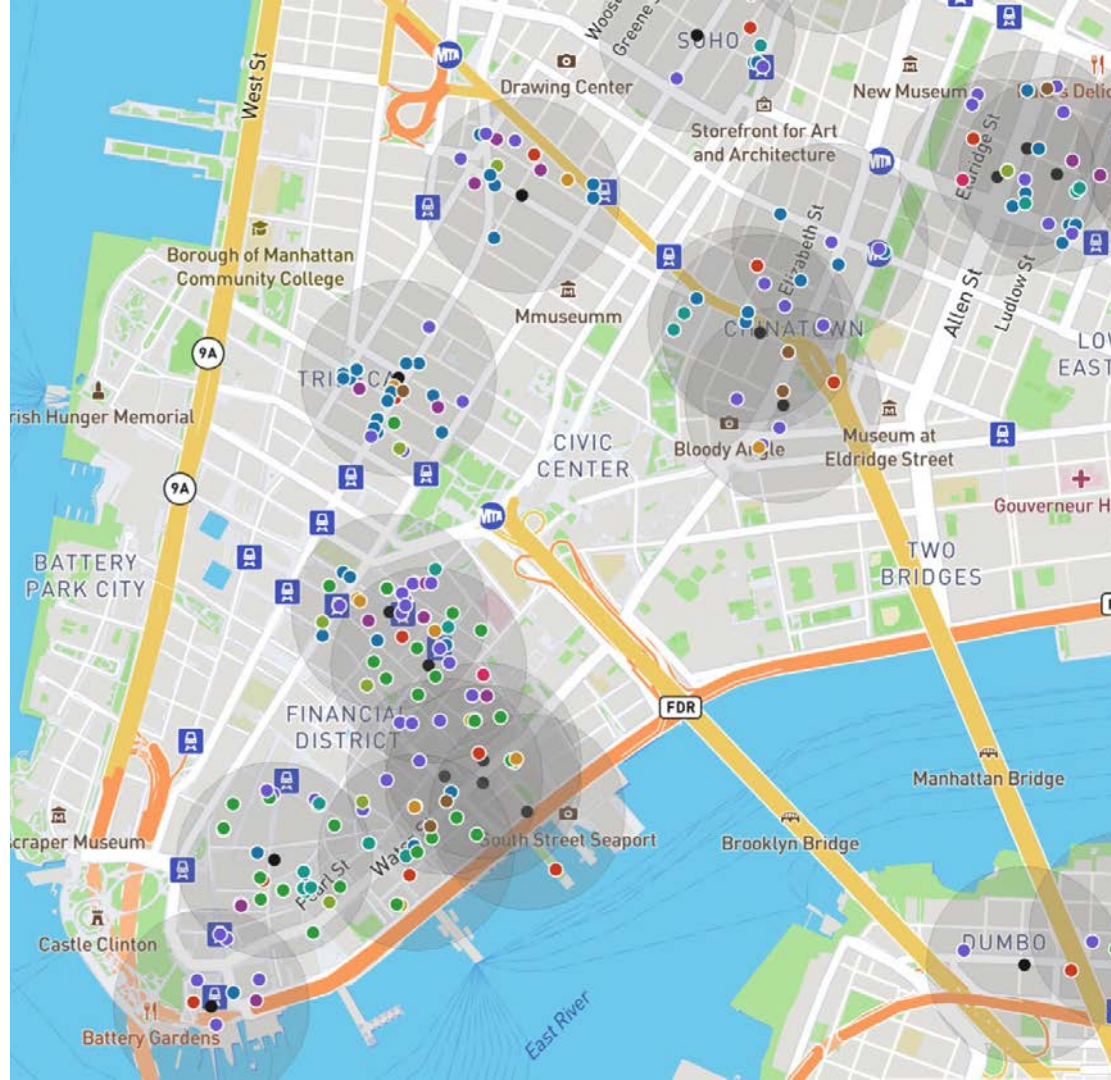
Publishers	
Publisher 1	🔵
Publisher 2	🟢
Publisher 3	🟡
Publisher 4	🔴
Publisher 5	🟣
Retail bank location	⚫

# Conference Targeting Example: Business Professionals

Reach conference attendees at hotels, airports, and along the main routes between these points of interest around the conference venue.

POI Example: Harry Reid International Airport | Las Vegas Strip | Las Vegas Country Club

- Total Screens: **202**
- Impressions (5-days): **59M**
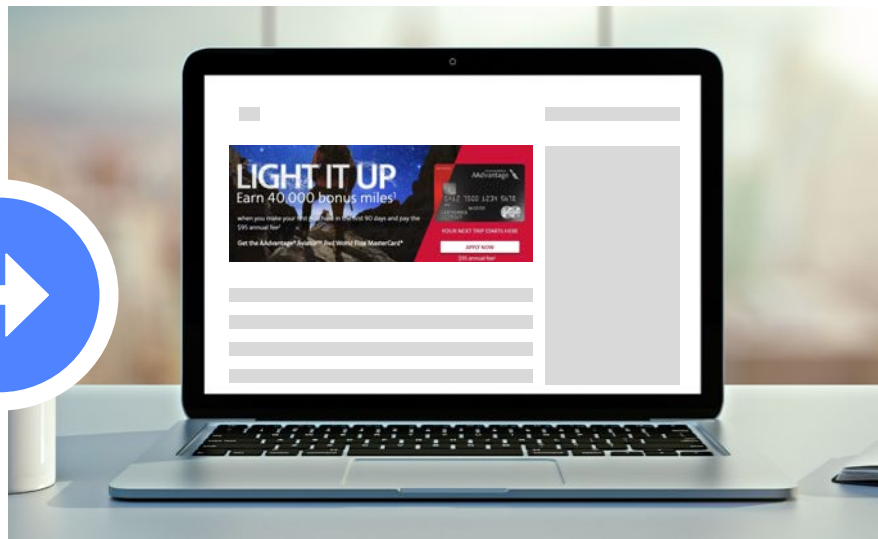
Publisher Screens	
Airport	📍
Bars	📍
Casual Dining	📍
Roadside Billboards	📍
Highway Billboards	📍
Points of Interest	⊙
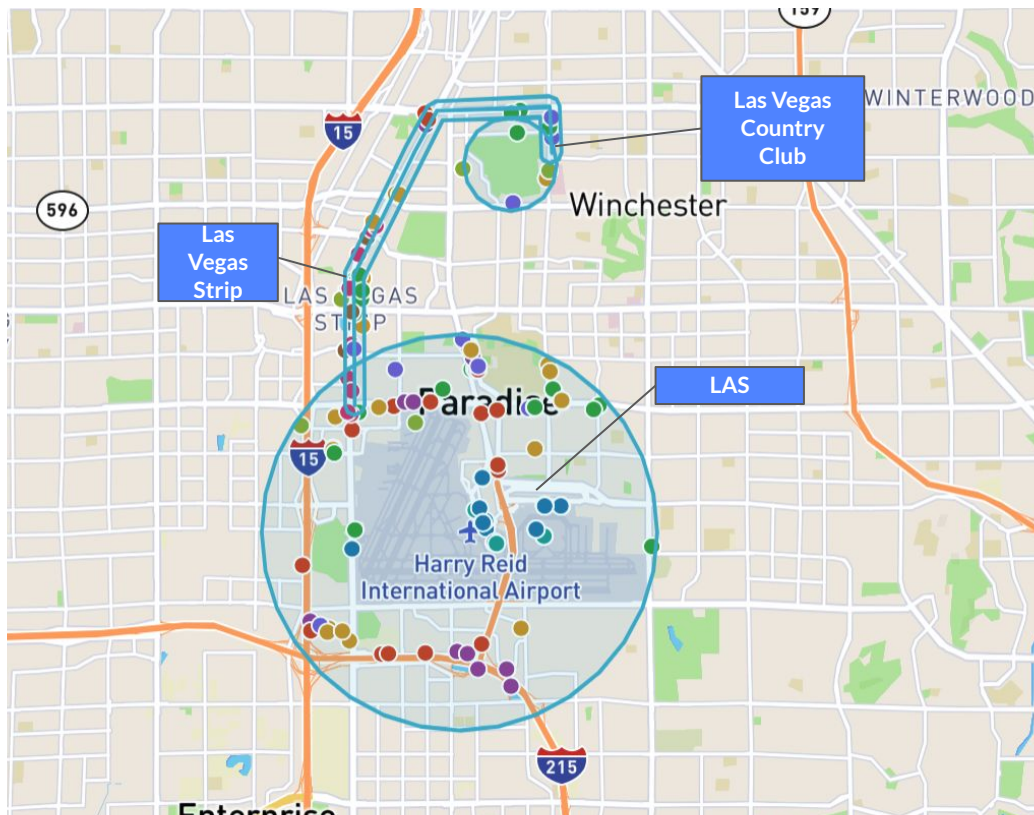
Map showing sample inventory within 5-miles of all points of interest

Drive engagement by retargeting exposed Device IDs across screens
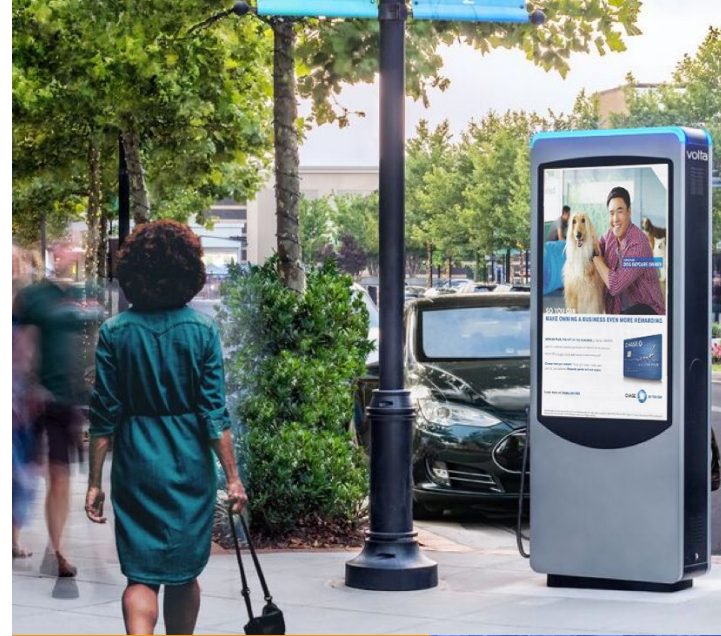

- Retarget exposed DOOH consumers across other programmatic channels
- Cross-screen creative sequential messaging

- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks

Creative Capabilities
& Ad Formats

Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is 2.5 times more impactful than static display content.

Repurpose existing TV assets at a more efficient CPM in OOH.

Creative guidelines:

- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts

Support for standardized and custom creative executions

While there are thousands of native sizes in OOH, Place Exchange can help streamline and auto-scale them to a few standard sizes for your campaign.

- Video & display support of standardized sizes or custom creative assets

- Support from PX Creative Solutions to build or resize assets

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 your preferred DSP
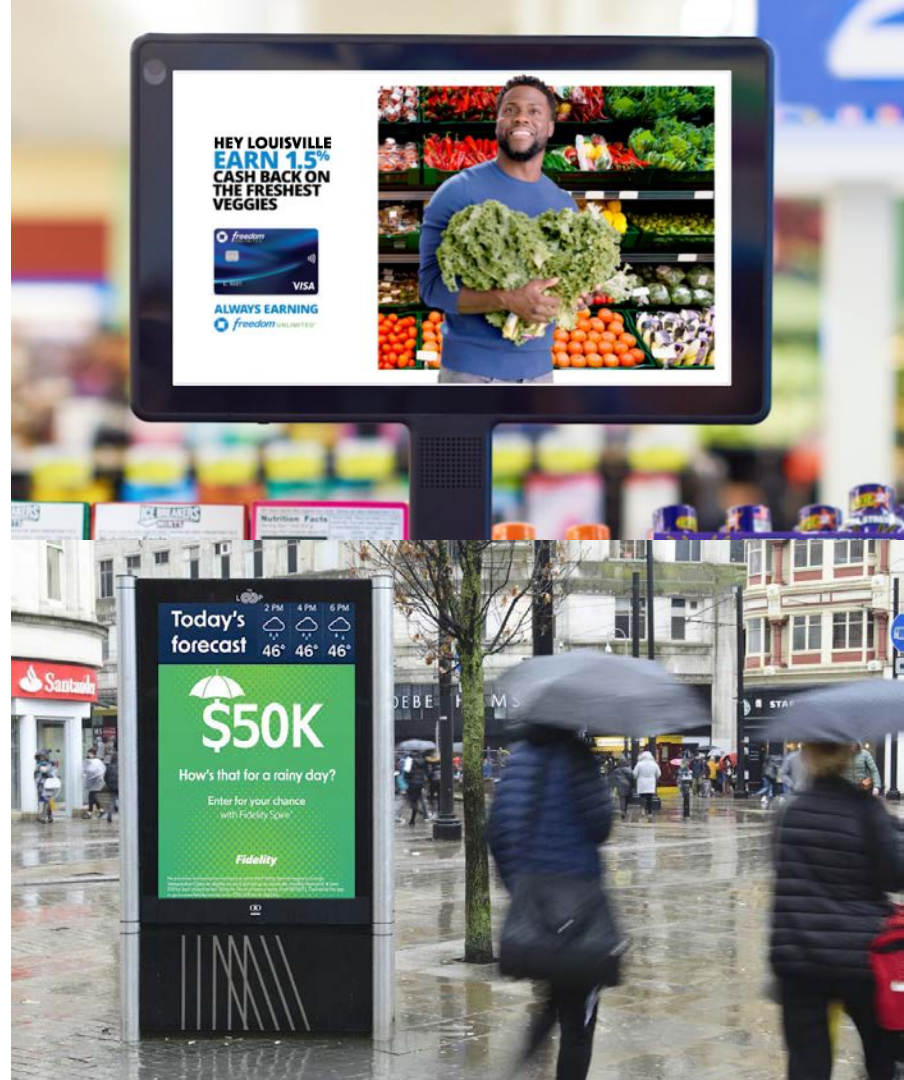
Call to Action

Supported Call to Actions (CTA) include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.

Measurement benefit: Adding a CTA to your OOH creatives can enable you to directly track "click-through" response

Creative benefit: Adding a CTA that links to more information can create a more engaging and less cluttered creative
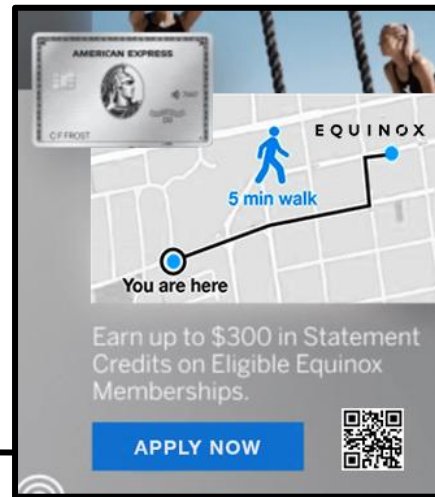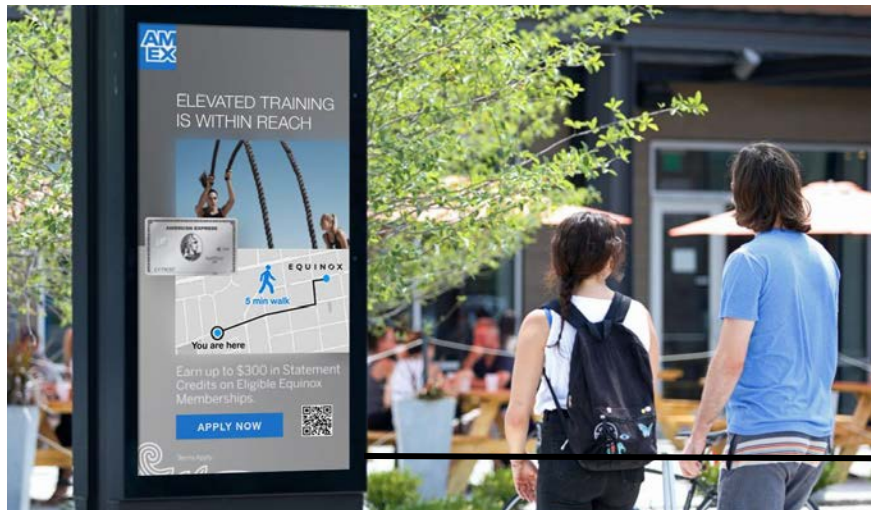
Visuals for illustrative purposes only

Measurement & Innovation in DOOH

Measure the full-funnel impact of DOOH

Place Exchange's unique ability to capture and pass **mobile IDs** means marketers can perform digital attribution and decisively measure impact.

Metrics supported:

- Cost per Page Visit
- Cost per Conversion
- ROI / ROAS
- Baseline or incrementality / lift

Upper funnel branding and engagement metrics can also be enabled, including brand awareness and affinity, purchase intent, tune-in, and foot traffic, and more.

Easily integrate DOOH to existing measurement solutions

Brand Lift

LUCID

mfour

Foot Traffic

IN MARKET

FOURSQUARE

Offline Conversions

Circana.

ncs | NCSolutions

Online Conversions

REVEAL MOBILE

PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the <u>OAAA OOH Impression Measurement Guidelines</u>, offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving

- Aggregate population and segment-specific reach, frequency, and impression measurement

- National and DMA-level reach, frequency, and impression measurement

- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases

Powered by an omnichannel vision, our differentiators set us apart

- **Premium supply** in real-world physical contexts at cost-effective price points

- **Single source** for all DOOH media with massive scale

- **Creative simplicity**

- **Full-funnel** applications

- **Strategic targeting** with precision

- **Flexibility and control** over media owner, location, days, times

- **Advanced measurement** capabilities
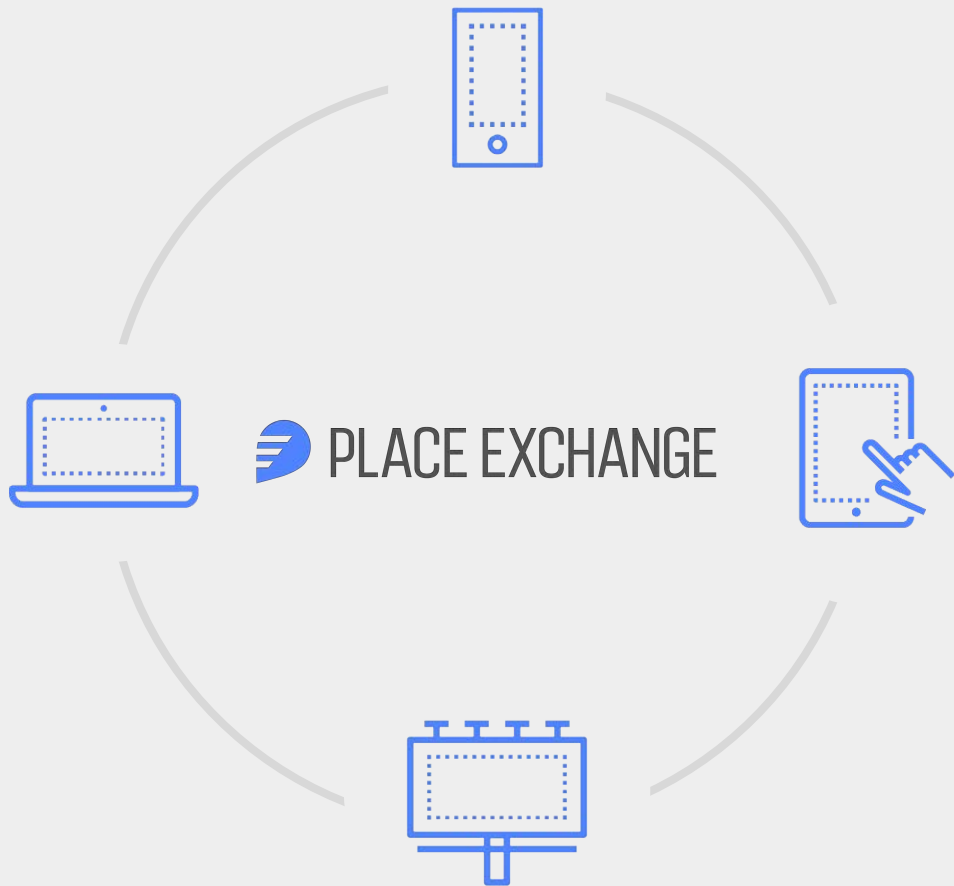
PLACE EXCHANGE

Unlock the real power of OOH

sales@placeexchange.com

Appendix

PLACE EXCHANGE

Reach viewers throughout their daily journeys with high-impact creatives

Mastercard launched a new campaign spotlighting women business owners, looking to reach female entrepreneurs in multiple markets across the nation.

Campaign Overview:

- **Markets**
  Boston, MA | Chicago, IL | Dallas, TX | Los Angeles, CA | New York, NY | San Francisco, CA

- **Audience**
  Female entrepreneurs

- **Publishers**

Solution:

Place Exchange matched third-party audience segments for female entrepreneurs to zip codes in the target markets, delivering ads to the OOH screens where those audiences indexed highest.

By strategically delivering eye-catching creative in high traffic areas, including in malls, in front of train stations, and roadside, during peak commuting hours, this campaign garnered **66 million impressions** from MasterCard's target audience.