

Unlock Gen Z Attention with DOOH

In the fast-paced media and technology landscape that surrounds Gen Z, programmatic DOOH excels in capturing their fleeting attention spans. With 69% of Gen Z using ad blockers to avoid online ads¹, unskippable OOH screens become paramount in any media plan targeting this important audience. By leveraging larger-than-life screens in the physical world across contextually relevant locations, DOOH delivers brand messaging in a way that resonates with savvy and influential Gen Z consumers.



55% of Gen Z report positive receptivity to OOH ads²

Compared to:

- 32% Desktop Display
- 32% Online Search
- 30% Mobile Display

\$143 billion

of estimated consumer spending power from Gen Z in 2023³

85%

of Gen Z engage with the OOH ads they see and take specific actions, including app downloads and online purchases⁴

91%

of Gen Z say they would reshare OOH ads on social media⁴

67%

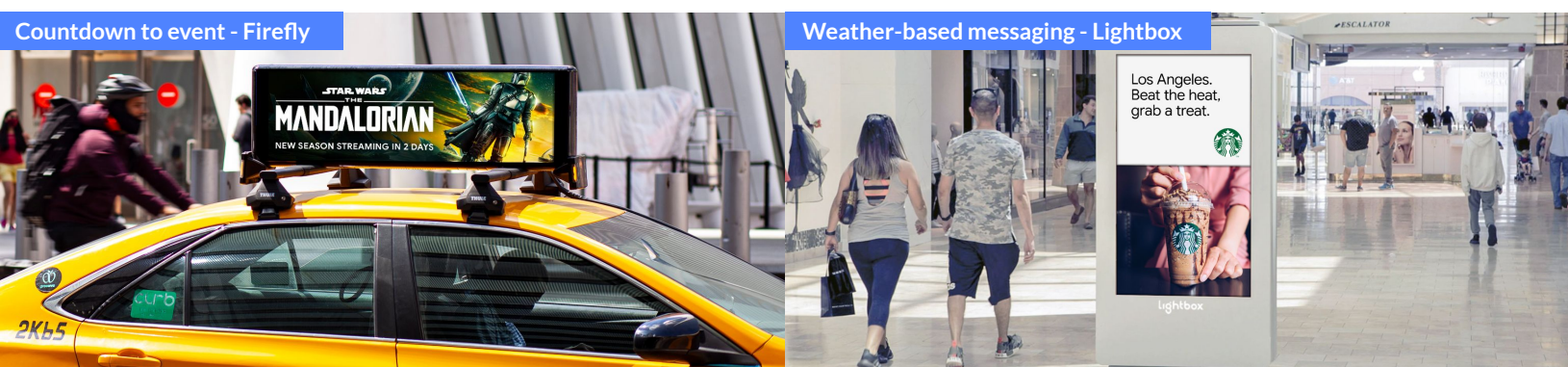
of Gen Z recall seeing or reposting OOH ads on social media⁴

Leverage Place Exchange's Dynamic Creative to deliver personalized messaging

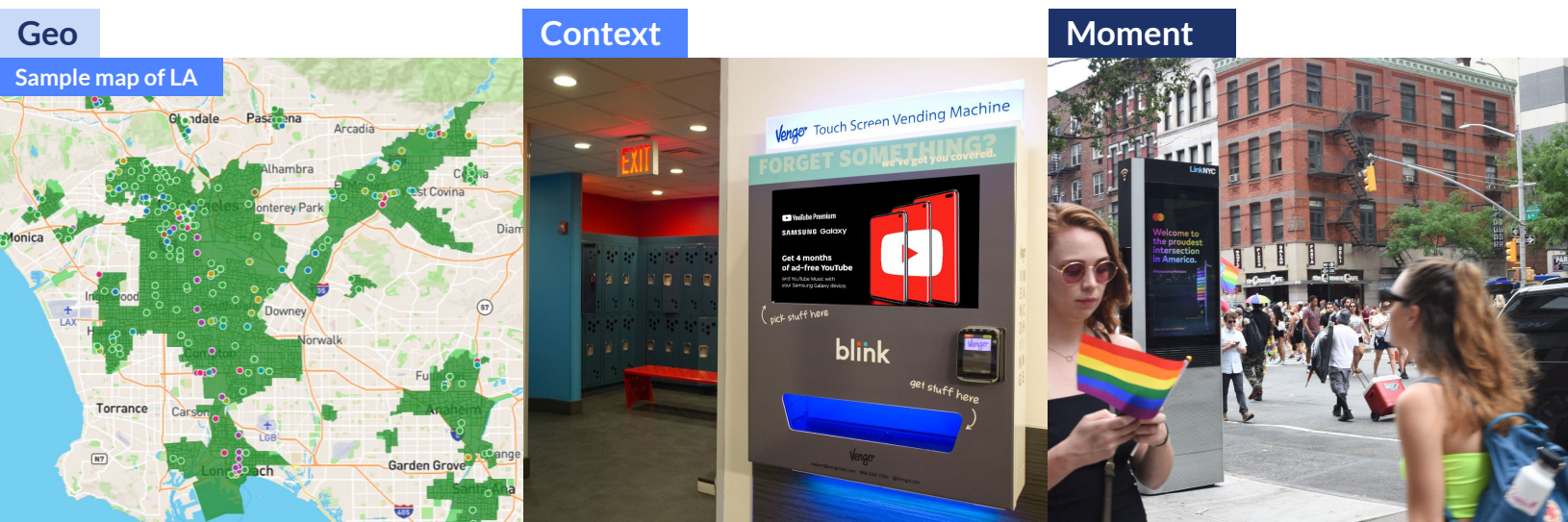
- Tailor your ad based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types

57% of Gen Z report that they value personalization in their digital experience

Source: Statista 2023



Target Gen Z by location, POI, venue types, cultural moments and events



Regions that index high against Gen Z audiences

- New York City, NY
- Los Angeles, CA
- Dallas, TX
- Miami, FL

Physical venues that Gen Z audiences frequently visit

- Universities/Colleges
- Gyms
- Public Transit
- Restaurants & Bars

Cultural events with high Gen Z attendance

- Coachella
- Lollapalooza
- Fashion Week
- Food Festivals

Contact sales@placeexchange.com to learn more.