

Unlock the Power of Real Programmatic Out of Home





Place Exchange's mission is to transform the entire OOH channel to be truly programmatic for buyers and sellers.

OOH takes
marketing from the
tiny confines of
personal devices,
to the broad
canvas of the
physical world...



...giving brands access to a wide 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.





OOH is a medium that's proven to drive results

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



Consumers increase awareness of OOH and experience digital device burn out amid the pandemic

85%

of OOH viewers find the ads useful

77%

of city dwellers have engaged with an OOH ad

62%

of city dwellers are noticing OOH ads more now than before the pandemic began

68%

frequently skip online ads due to digital device burnout



Place Exchange was built to combine the benefits of OOH...

- Massive reach of target audiences
- High-impact, human-scale creative
- Real-world presence & retail proximity
- No bot fraud, built-in brand safety
- 100% viewable, no ad blocking or skipping





...with the power of
programmatic execution and
measurement



- Unified campaign workflow
- Common transaction currency
- Creative asset compatibility
- Integrated data & reporting
- Device-level attribution

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



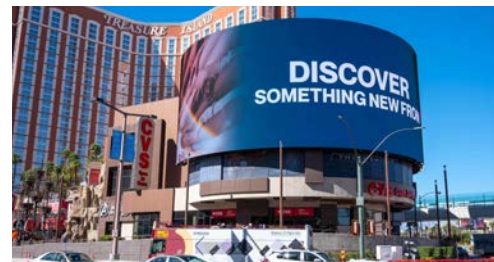
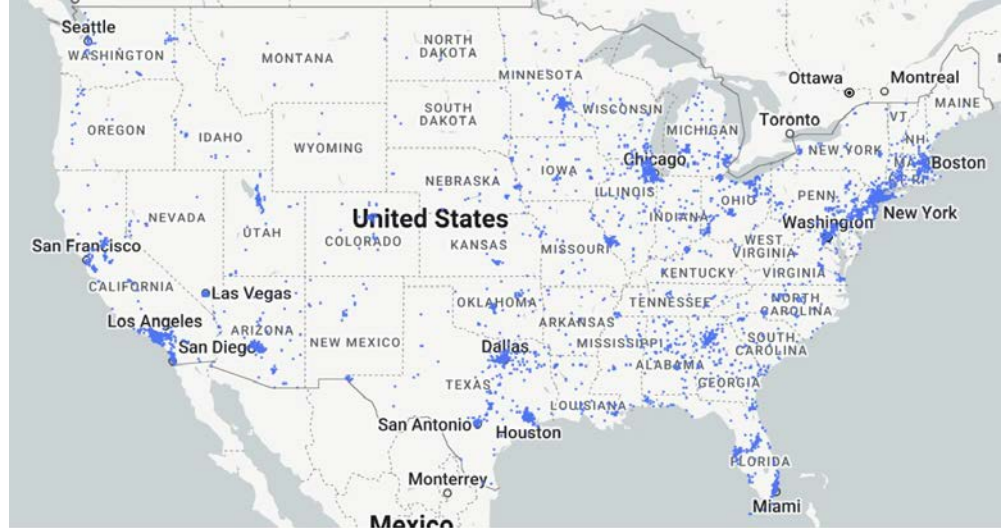
Vast coverage of all major
OOH formats and venues

USA

160 billion

impressions

991 thousand screens

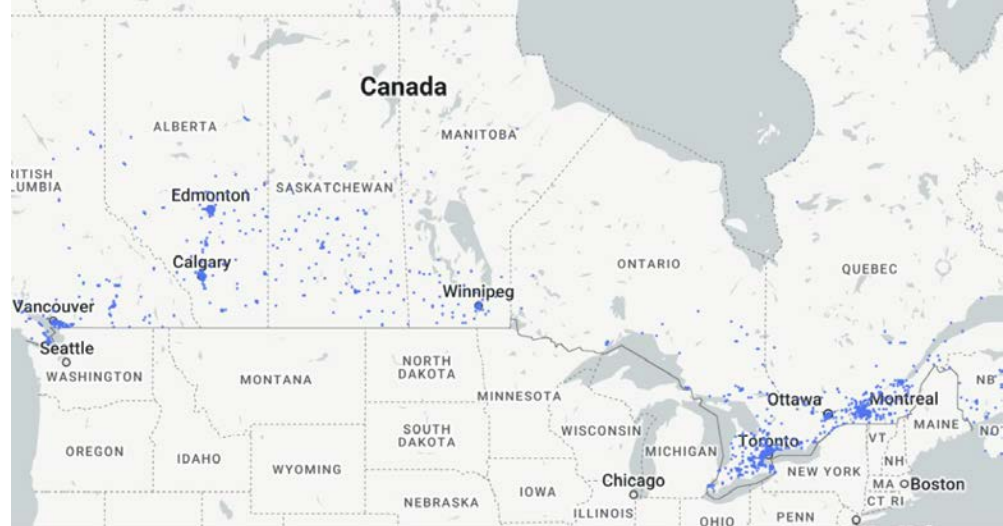


Vast coverage of all major
OOH formats and venues

CANADA

13 billion impressions

53 thousand screens



Vast coverage of all major OOH formats and venues

EMEA

41 billion impressions

53 thousand screens

Countries include: UK, France, Germany, Italy,
Netherlands, Scandinavia, Spain, Portugal,
Belgium, Finland, Ireland



Vast coverage of all major
OOH formats and venues

LATAM

39 billion impressions

45 thousand screens

Countries include: Argentina, Brazil, Chile,
Colombia, Costa Rica, Dominican Republic,
Ecuador, El Salvador, Guatemala, Honduras,
Mexico, Panama, Paraguay, and Peru



Place Exchange ensures quality in the Digital Out of Home ecosystem with **Place Exchange Clear**



Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's inventory standards. 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.

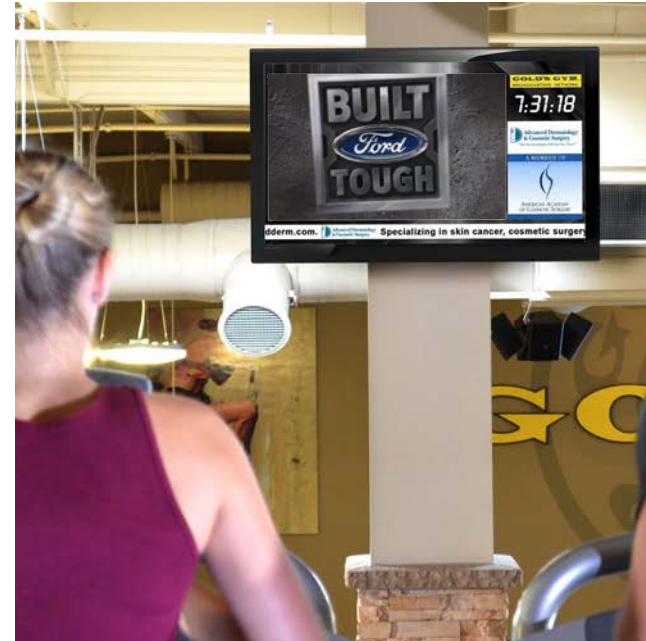
Compliance

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.

Place Exchange is
integrated with
leading global DSPs
providing immediate
demand



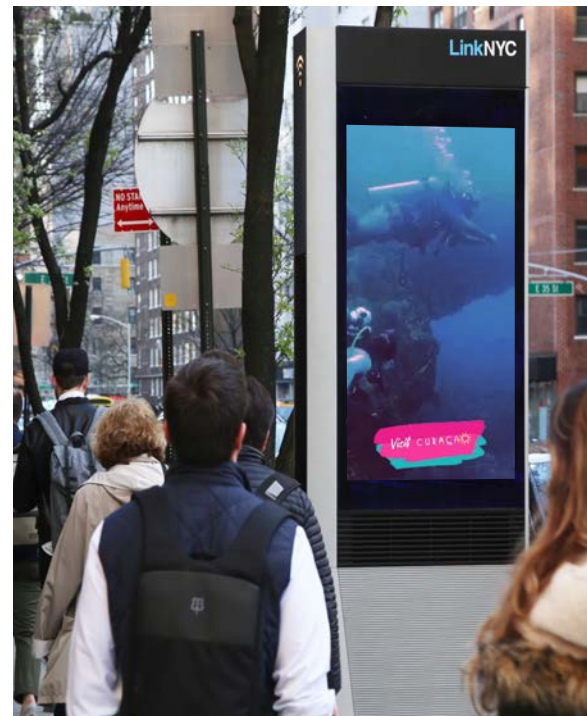
Create a “look-up” experience in a “look-down” world with always-viewable, bot-free, unskippable video



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



Simplified creatives for buyers

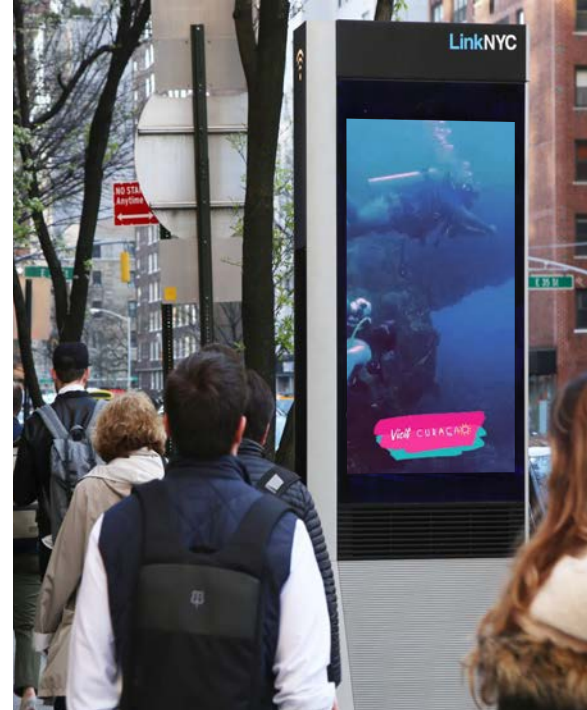
While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85%** of all Place Exchange inventory:

Top 4 video sizes (15 sec duration)

- 1920x1080
- 1080x1920
- 1400x400
- 1280x960

Top 4 display sizes

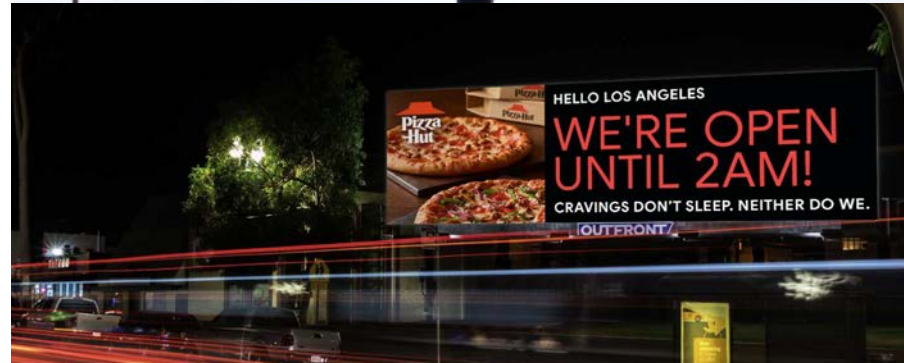
- 1920x1080
- 1080x1920
- 1400x400
- 840x400



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



Dynamic Creative Examples

Showcase local offering



Schedule product promotions



Incorporate daily countdowns



Adapt messaging based on weather



Flexible programmatic buying formats

Open Auction & Always-On Deals

- Auction based buying (fixed/floor)
- Always-on supply
- Immediate activation & targeting capabilities via DSP
- No commitment - optimize, pause, cancel at any time

Private Marketplace (PMP)

- Auction based buying (fixed/floor)
- Customized screen list based on targeting criteria
- Evergreen / Always-On Deals with media owners
- No commitment - optimize, pause, cancel at any time

Programmatic Guaranteed (PG)

- Fixed SOV and screen mix
- Highest priority
- Guaranteed budget fulfilment and impressions
- Locks in desired inventory and pricing

Leverage robust OOH targeting capabilities to reach your audience



Location

Enable location targeting at any desired level of granularity.

Location Examples:

- Lat/Long coordinates
- Points of Interest (POI)
- Business locations
- Custom geofences
- Zip codes
- Cities / DMAs



Physical Context

Target based on the right physical context or venue for any message.

Context Examples:

- Business districts
- Nightlife districts
- Retail venues
- Sporting venues
- Transit stations



Audiences

Match 1st and 3rd party audiences to locations, delivering ads to the places where those audiences index highest.

Audience Examples:

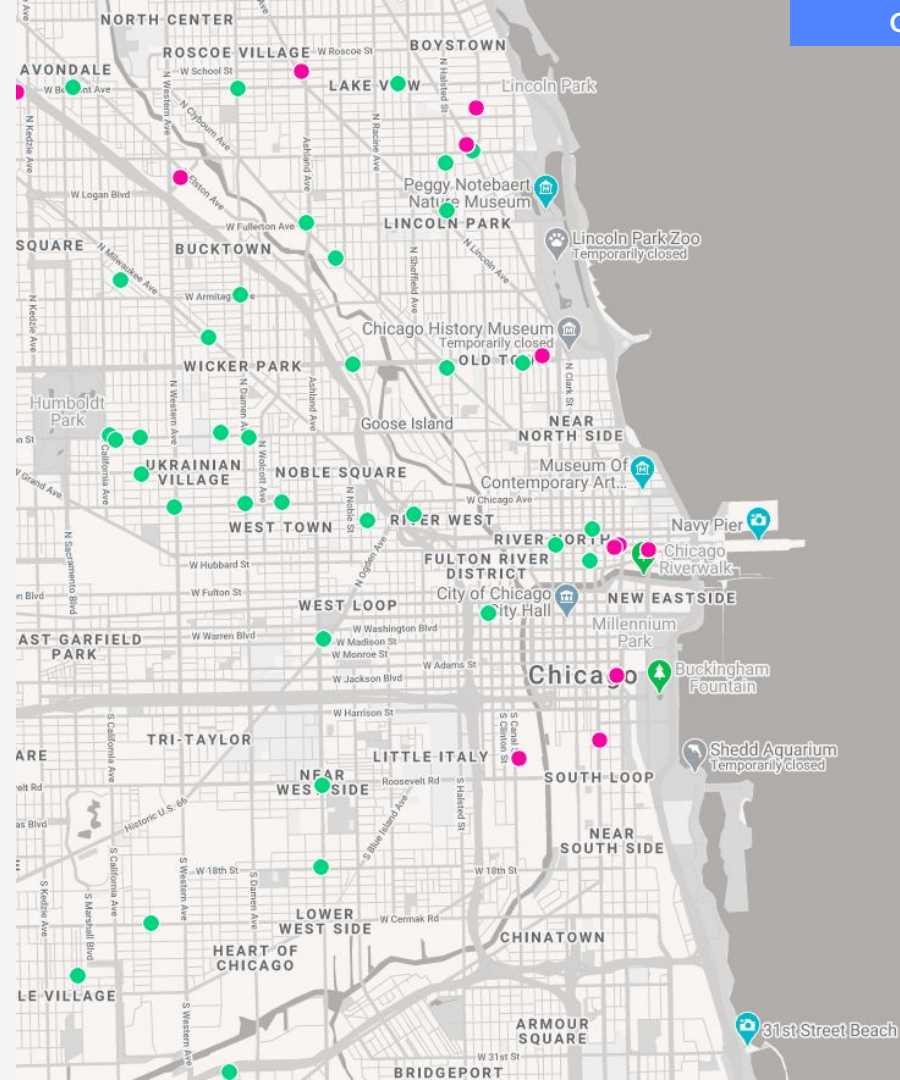
- Website visitors
- Current customers
- Demographic segments
- Psychographic segments
- Behavioral segments

Place Exchange OOH media located in Retail Venues in Chicago

Legend

Screens in grocery & convenience stores

Screens in malls



Audience Targeting

Example:

Home Intenders

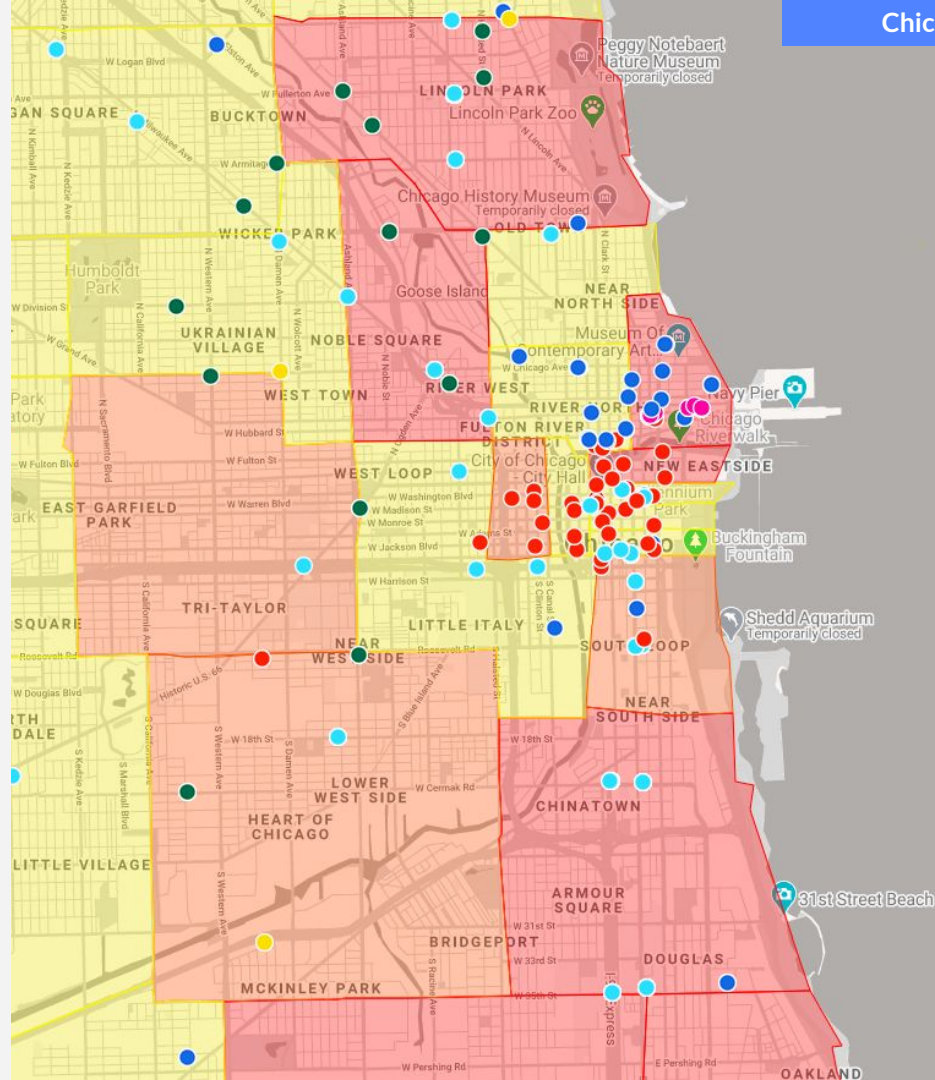
Place Exchange OOH media indexing high against audience of **Home Intenders**, as defined by client's 1p data

Legend

Highest Concentration (Index 130+) ■

Medium Concentration (Index 100-129) ■

Below Average Concentration (99-) ■



Location Targeting Example: Business Locations

Place Exchange OOH media located within
a 350-700 ft radius of **pharmacy locations**
in Chicago.

Legend

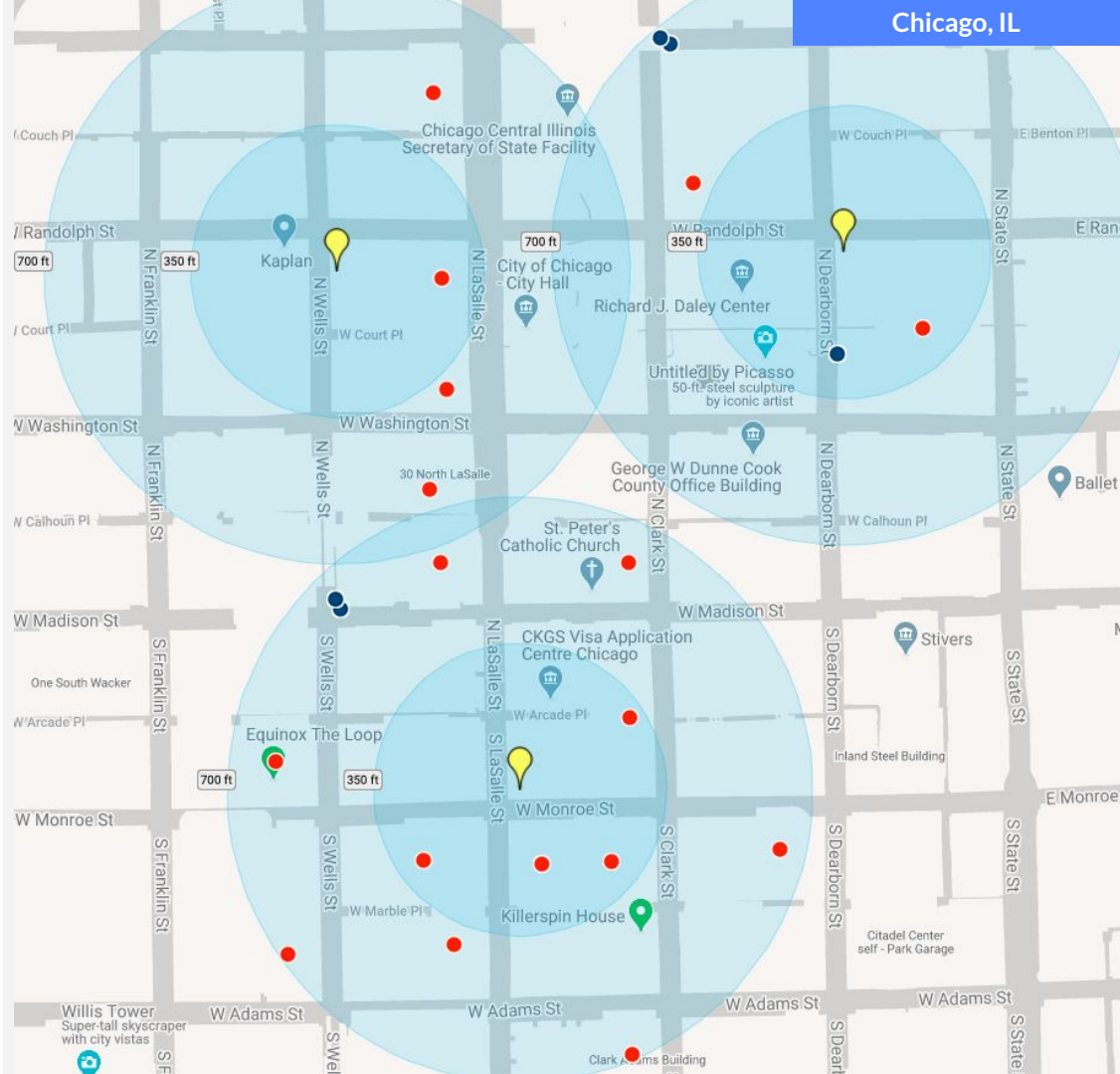
Publisher 1



Publisher 2



Pharmacy locations





Custom audience data onboarding

Place Exchange enables advertisers to onboard any 1st party or 3rd party custom audience tailoring their campaigns to specific target segments with our seamless turnkey integration with data sources via LiveRamp.

Process:

- Advertiser onboards data through LiveRamp and shares relevant data segments.
- PX team will use the shared data to match the custom audience to our internal MAIDs to identify over-indexing screens and create a media plan targeting the custom audience.

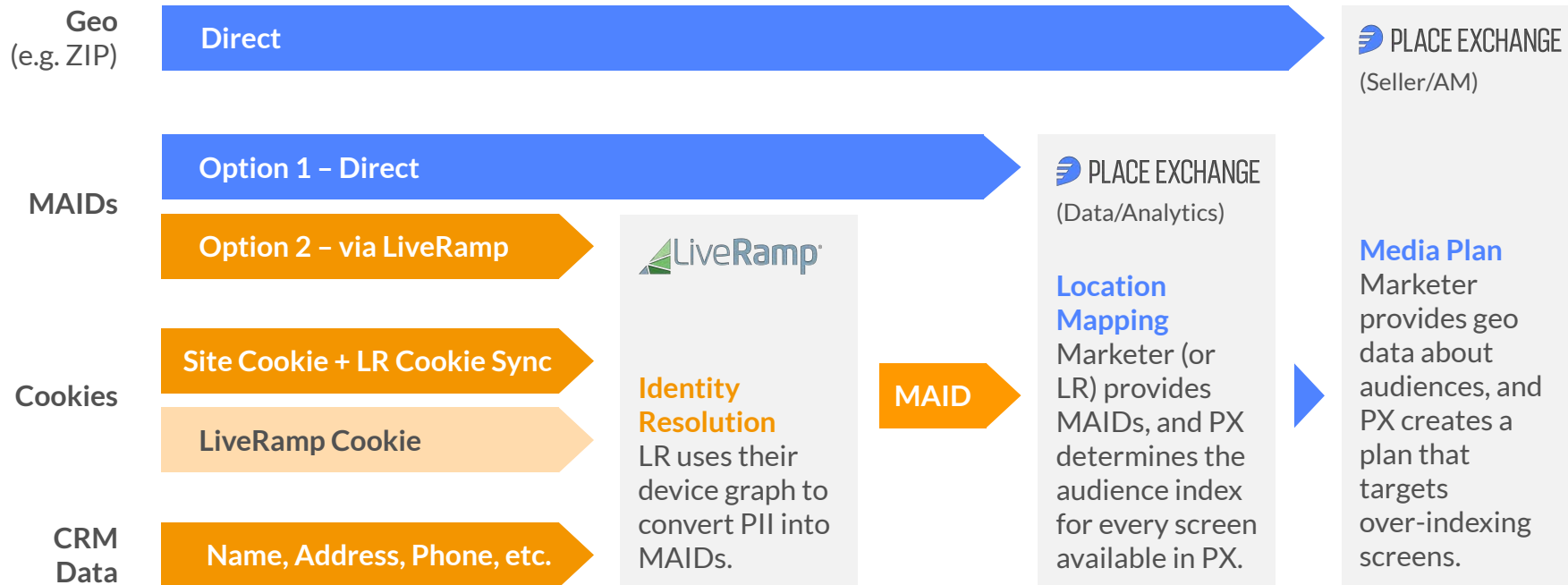
Requirements:

- **Turnaround time:** 7 business days
- **Campaign minimum:** \$50k
- **Flexible pricing** based on campaign budget*:
 - \$50k - \$100k: \$1.00 CPM
 - \$100k - \$250k: \$0.50 CPM
 - \$250k+: \$0.25 CPM

**Note: Additional CPM costs may apply to specific 3p data segments*

Using audience data for targeting on Place Exchange

How does audience data get from brands & agencies to Place Exchange?



Campaign execution & optimization

Place Exchange's proprietary integration with omnichannel DSPs enables buyers to optimize campaigns mid-flight.

Optimization levers

- Publisher / Network
- Screen / Venue
- Creative
- Location
- Time of day

Track conversions & events

- Site/app page visits
- Digital conversions (CPA/CPL)
- Shopping cart value



Measure the full-funnel impact of DOOH

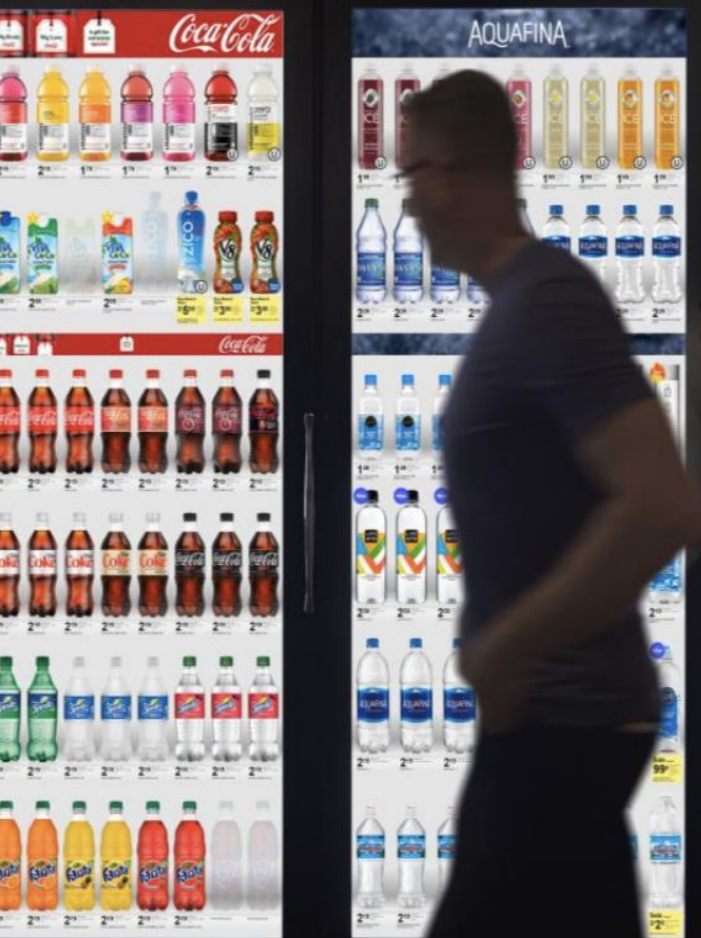
Place Exchange's unique ability to capture and pass **mobile IDs** means marketers can perform digital attribution and decisively measure impact.

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.





PerView™ Reach & Frequency Measurement

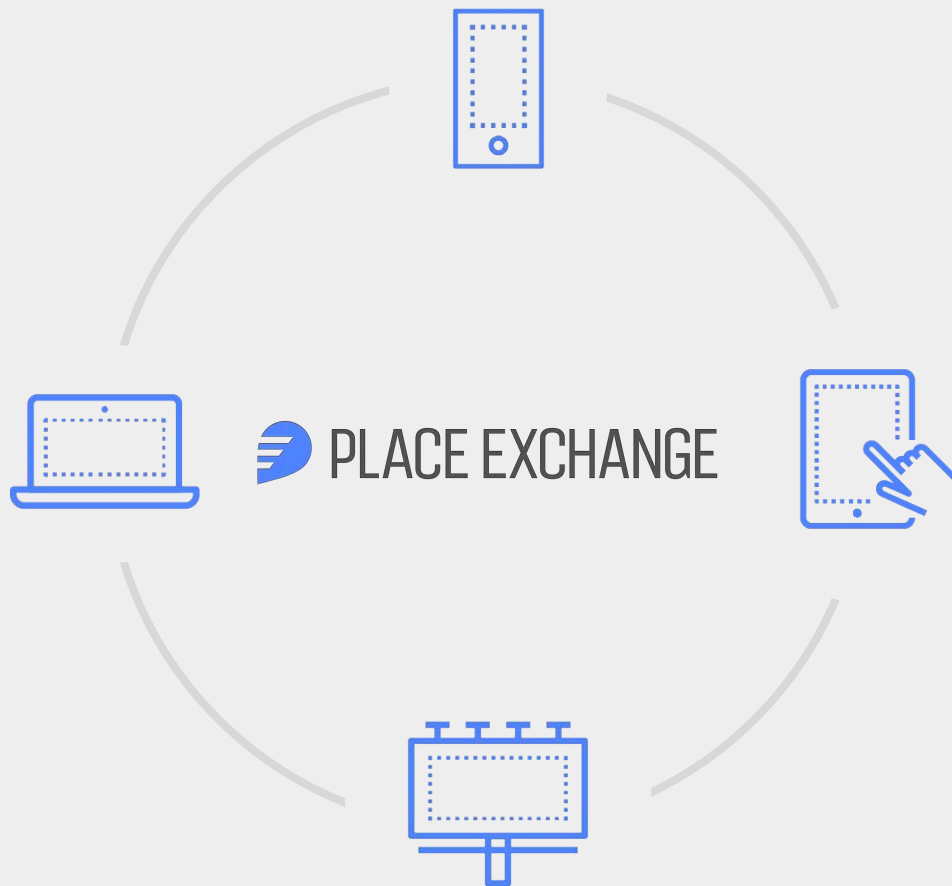
Place Exchange's proprietary PerView™ solutions, developed in line with the OAAA OOH Impression Measurement Guidelines, offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- 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

See the measurable impact OOH can deliver when seamlessly executed through the same systems and measured with the same data as other programmatic channels.

Powered by an omnichannel vision, our differentiators set us apart

- Access to more premium supply, fully certified by Place Exchange Clear
- Unified campaign workflow
- Device-level attribution
- Integrated data and reporting
- Completely transparent
- 3PAS tracking support
- Creative asset compatibility



Real programmatic out of home.

Place Exchange unifies execution, reporting, and attribution for OOH with other programmatic channels for the first time. All with unmatched scale, full transparency, and built-in brand safety.



Unlock the real power of OOH.

sales@placeexchange.com

