



Unlock the Power of Real Programmatic Out of Home



**Place Exchange is the only
independent and agnostic
programmatic DOOH SSP built for
an open ecosystem**

DOOH takes marketing from the tiny confines of personal devices, to a wide variety of consumer contexts in the physical world





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

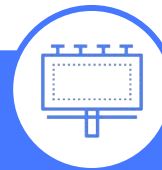
Powered by an omnichannel vision, our differentiators set us apart



Independent, objective
& transparent



Unique programmatic features for
DOOH including wide array of
creative offerings



Access to more premium supply,
all fully certified by Place
Exchange Clear



Integrated with the world's
largest omnichannel DSPs



Campaign & outcomes
measurement across the entire
marketing funnel - with access to



Industry leading service from team
of programmatic DOOH experts



Unique programmatic features

- ★ Support for 3PAS display and video
- ★ True dynamic creative across all DSPs
- ✓ Retargeting and custom exposure logs - at no extra cost
- ✓ [PX Planning Tool](#) allows buyers to easily build and activate OOH media plans using advanced targeting capabilities
 - ✓ Plan against over 5,000 actionable data segments
 - ✓ Measure how each individual screen matches against desired target segments
- ✓ Up-to-date reach & frequency measurement via PerView for pre/mid/post campaign
- ✓ Full transparency to buyers & sellers - no hidden fees, ever



The largest premium OOH supply in the world, spanning every major format and venue

257B+ monthly impressions **220+** inventory integrations

1.12M+ screens **40+** venue categories

63B+ monthly impressions globally through the largest DOOH retail network, with over **443,000 screens**

1B+ monthly impressions through the largest DOOH cinema network, with over **46,000 screens**

- ★ Exclusive access to the nation's largest in-cinema media owner (NCM) and unique retail opportunities, including via CoolerX (fka CoolerScreens), Best Buy and others
- ★ All inventory fully certified by [Place Exchange Clear](#)

Vast global coverage of all major OOH formats and venues

Canada

9 billion monthly impressions
53 thousand screens

USA

153 billion monthly impressions
985 thousand screens

LATAM

40 billion monthly impressions
46 thousand screens

EMEA

26 billion monthly impressions
57 thousand screens

APAC

1.7 billion monthly impressions
42 thousand screens



Place Exchange is
integrated with
leading global
DSPs providing
immediate
demand

 ADOMNI

 AdQuick

 ADTHEORENT[®]
A Cadent Company

 APPcelerate[®]
Unique data for higher conversion

 ATLAS[™]
By TALON[™]

 Basis[®]
Technologies

 Beeyond[™]
Intelligent media
for intelligent ideas[™]

 blip

 CIDEWALK[™]
INSTANT. LOCAL. MOBILE. ADS

 DATA
FUSION

 deepintent⁺

 displayce

 Display & Video 360

 DIY

 Flow City

 GroundTruth

 MEDIAMATH[™]
BY INFILION

 MW[®]
moving walls

 The Neuron[™]
Intelligent
Connections

 nexxen

 OutMoove

 PULSEPOINT[®]
— LEADING HEALTH FORWARD

 Quotient[™]
THE RESULT OF KNOWING

 StackAdapt

 theTradeDesk[™]

 Viant[™]

 Yahoo
DSP



Simplified creatives for buyers

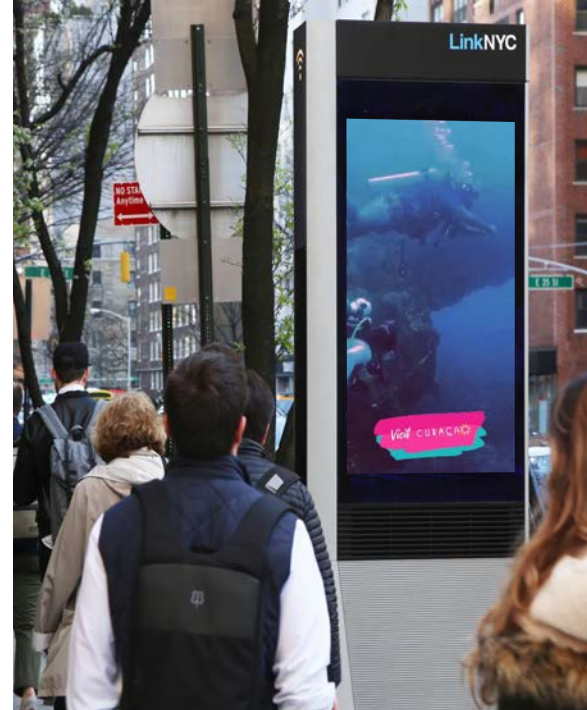
While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85%** of all Place Exchange inventory:

Top 4 video sizes (15 sec duration)

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

Top 4 display sizes

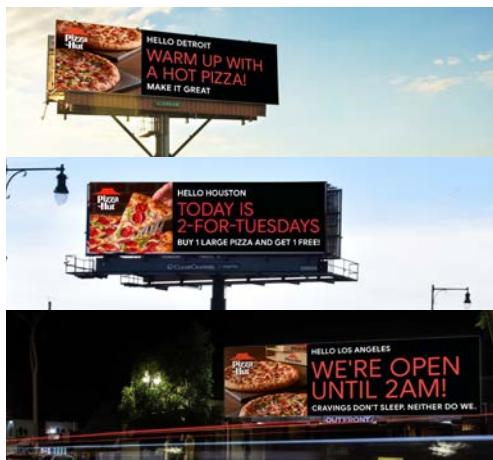
- 1920x1080
- 1080x1920
- 1400x400
- 840x400



A wide array of creative solutions available on any DSP

Dynamic Creative

Tailor messaging with endless creative possibilities and maximize real-time relevance.



Creative Innovations

Increase engagement with eye-catching 3D creatives, QR codes, calls to action, and more.



Creative Services

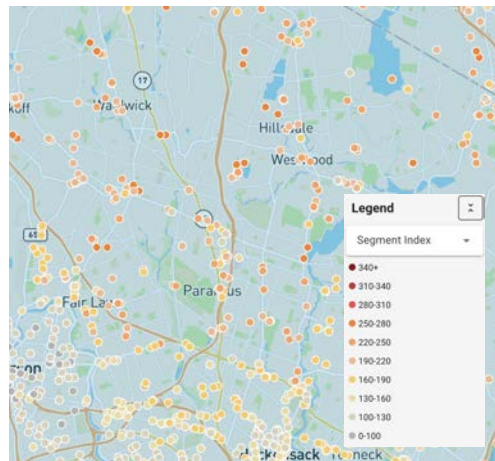
PX Creative Services for resizes, mockups, and more, may be available as added value or with a fee.



Leverage robust OOH targeting capabilities

Audiences

PX can match **1st and 3rd party audiences** to individual screens and deliver ads to those that index highest for the target audience.



Physical Context

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



Location

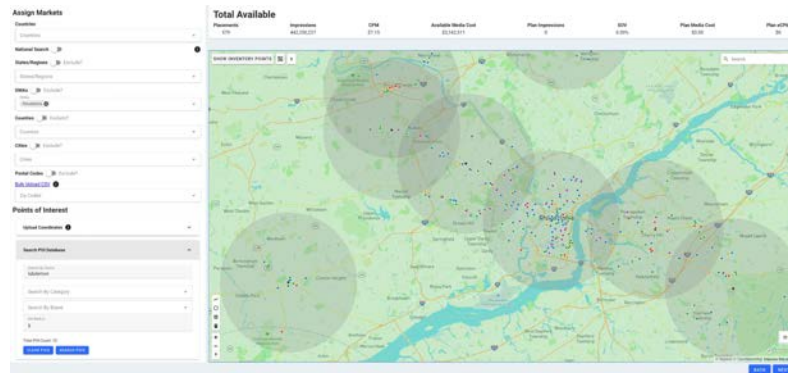
PX enables location targeting at any level of granularity, from distinct points of interest, to custom geofences, zips, or DMAs.



The Place Exchange Planning Tool

Easily build and activate OOH media plans using an array of advanced targeting capabilities including audiences, venues categories, POIs, and more.

- View all available Place Exchange programmatic OOH inventory on a map, at any level of geographic granularity
- Filter and target inventory by location, nearby POIs, venue category, publisher, technical specifications and more
- Plan against over 5,000 actionable data segments
- See total impressions, spend availability, CPMs, and media cost for your desired per campaign inventory
- Generate and share interactive maps with your clients to visualize your campaigns



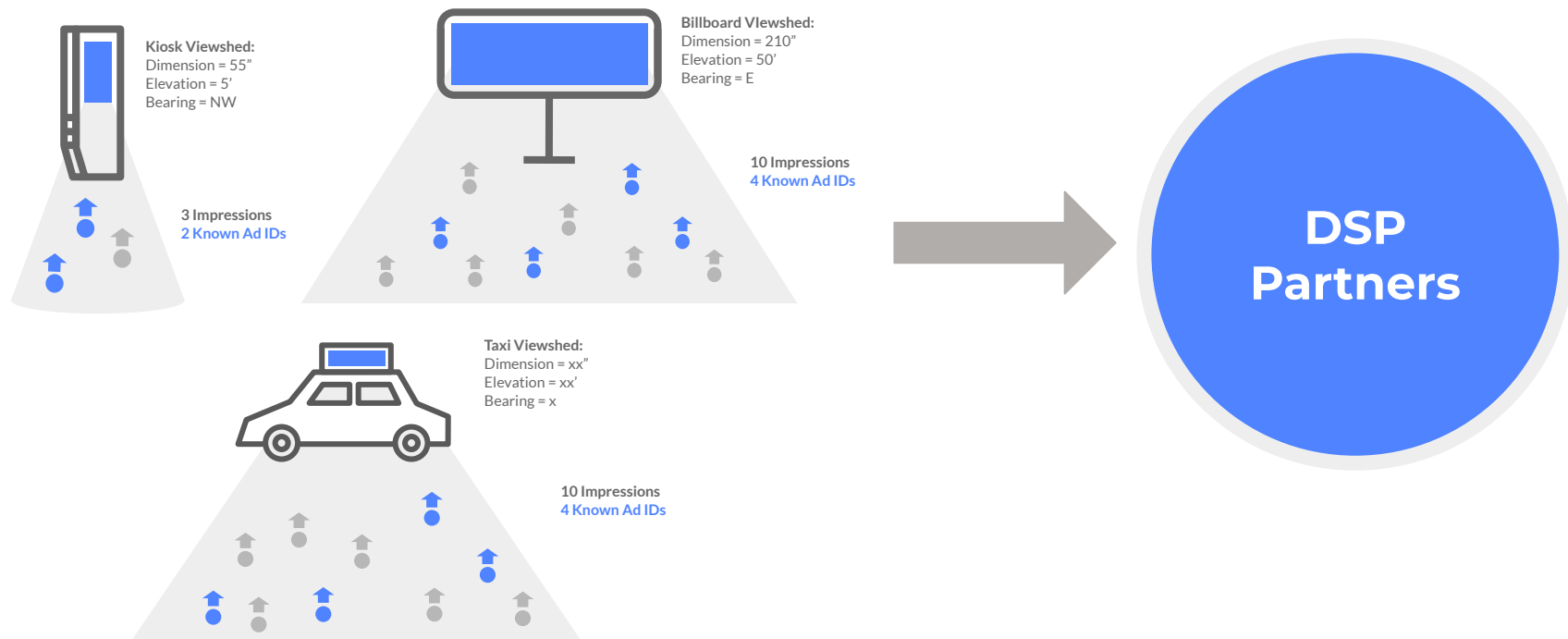
Sample map showing health and fitness screens within a 5-mile radius of Lululemon stores in Philadelphia



Sample map showing locations of fitness enthusiasts with an interest in video games



Place Exchange creates unique “viewsheds” around each DOOH display



Measure the full funnel impact of DOOH

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

Retargeting

Retarget exposed DOOH consumers across other programmatic channels to create cross-screen creative sequential messaging and manage frequency and spend efficiencies at no additional cost for device ID passbacks.

PerView™

Place Exchange's proprietary measurement solution offers buyers the ability to measure aggregate and segment-level reach and frequency for any campaign across all OOH formats.

1st Party Measurement

Place Exchange enables marketers to onboard and integrate their custom data sets to activate in DOOH and attribute exposed DOOH consumers.

3rd Party Measurement

Place Exchange has preconfigured 15+ industry-leading measurement partners enabling server-to-server data to execute audience analytics, and perform attribution.

Metrics supported:

- Branding
- Engagement
- Online and Offline Conversions



How to Work with Us

1

Opportunity

Identify an opportunity and send details to PX:

- Objectives
- Budget
- Flight dates/length
- Markets
- Targeting parameters
- Inventory preferences
- Creative type
- Deadline

2

Develop + Plan

PX will review your campaign details and create a plan for you in 2-3 business days.

3

Review

Review the custom plan and send PX any feedback to incorporate into the plan. PX will send back a revised plan (if necessary) in 1-2 business days.

4

Activate

Once you have approved the final plan, PX will create a set of PMPs for you to activate in your preferred DSP.

Past Successes



Campaign Photos

INSERT
PICTURE HERE

Right-click
& replace

[PUBLISHER NAME]

INSERT
PICTURE HERE

Right-click
& replace

[PUBLISHER NAME]

INSERT
PICTURE HERE

Right-click
& replace

[PUBLISHER NAME]

INSERT
PICTURE HERE

Right-click
& replace

[PUBLISHER NAME]

INSERT
PICTURE HERE

Right-click
& replace

[PUBLISHER NAME]

Your Brand & Place Exchange by the Numbers



Number of
Campaigns



Delivered
Impressions

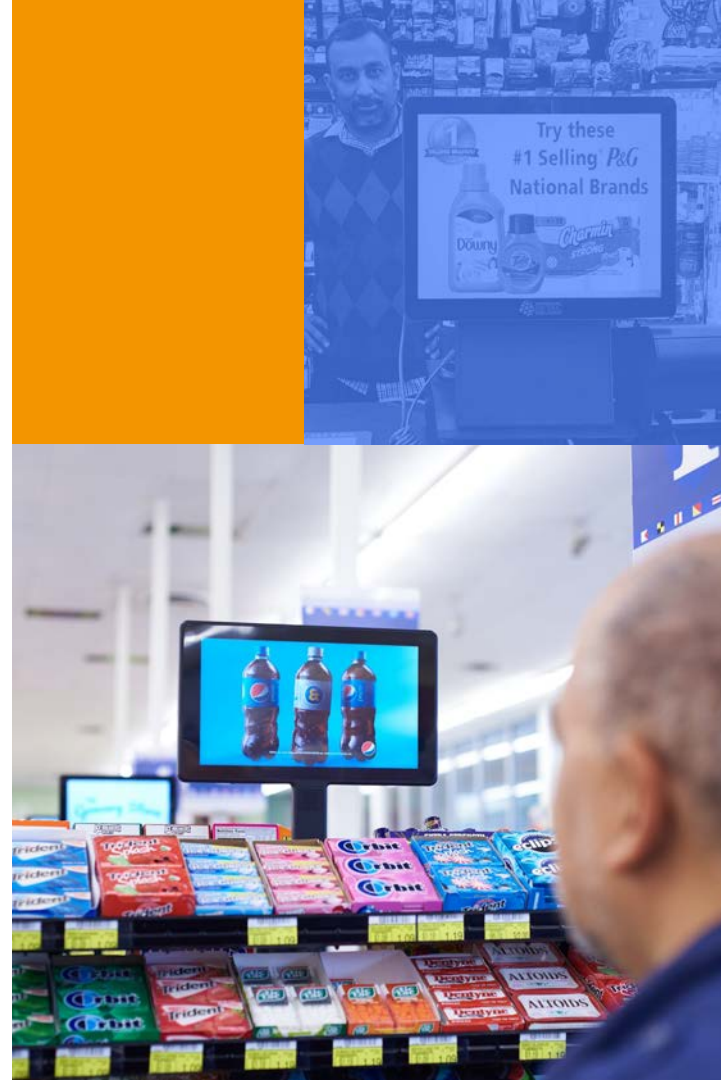


Total
Spend



Avg Clearing
CPM

Big Ideas & Thought Starters



Your Goals & Metrics

[Brand] Goals

- Reach the target audiences in specified markets using a variety of premium DOOH formats.
 - [insert key goals and KPIs here]
- Demonstrate brand lift

Success Metrics

- Maximize impressions delivered within the target markets
- Additional metrics [list all that apply]:
 - Brand Awareness
 - Ad Recall
 - Brand Favorability
 - Consideration

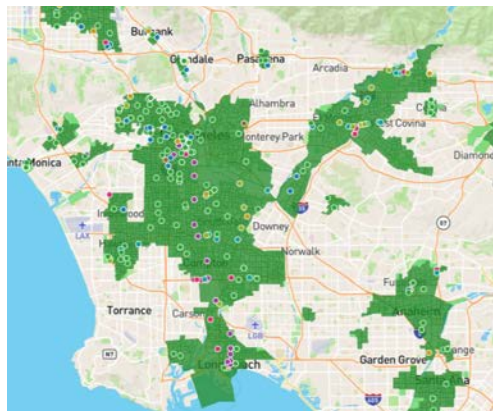


Custom Targeting Strategy

Market

Regions that index high against Millennial & Gen Z

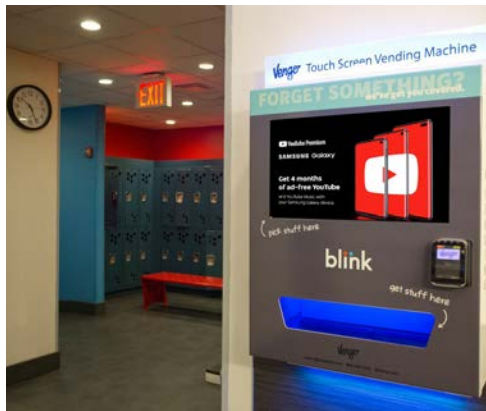
- New York City, NY
- Los Angeles, CA
- Dallas, TX
- Miami, FL



Context

Venues that Millennials & Gen Zs audiences frequently visit

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



Moment

Cultural events with high Millennial & Gen Z attendance

- Coachella
- Pride Parades
- Fashion Week
- Food Festivals



Investment Overview

Name of campaign here

Investment	\$250,000	\$500,000
PX Product Fees	Dynamic Creative, PerView, etc.	Dynamic Creative, PerView, etc.
Flight	Flight dates	Flight dates
Impressions	Number of impressions	Number of impressions
Targeting	Geo/audience targets	Geo/audience target
Reporting	Campaign wrap-up report PerView measurement study	Campaign wrap-up report PerView measurement study Funded measurement study

*Inventory is subject to availability. The proposed spend reflects media cost only and is not inclusive of agency or tech fees.

**Upon activation of a Place Exchange funded measurement study, campaign partners may be required to collaborate on co-marketing opportunities such as case studies, award submissions, and on-stage speaking at events.



Unlock the real power of OOH.

sales@placeexchange.com

