



 PLACE EXCHANGE
by  BroadSign

Unlock the Power of Real Programmatic Out of Home



Big News: Place Exchange is now part of the Broadsign family!

- ★ Together, we become the most comprehensive solution to manage, plan, execute and measure OOH
- ★ Gain access to an unmatched array of premium global OOH inventory - with nearly **3 million OOH displays**
- ★ Massive scale paired with transformative capabilities – from screen-level audience targeting, to real-time triggered dynamic messaging, to programmatic guaranteed delivery, to deterministic outcome measurement
- ★ 100% focused on OOH (and OOH alone)
- ★ We are not owned or controlled by a media owner, so we agnostically and objectively achieve the best results for our partners
- ★ We've combined the two best teams in the business, delivering best-in-class service to our partners

Agenda

1. Why Programmatic DOOH
2. Place Exchange differentiators
3. Creative innovations
4. Sophisticated targeting tools
5. Advanced measurement
6. Next steps





Combine the benefits of high-impact, unmissable creative with the power of programmatic execution



Why Programmatic + DOOH

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

- **Massive global reach at cost-effective CPMs** - compared to more expensive linear TV, CTV, and other digital channels
- **Strategic audience targeting** - overlay first- and third-party data to reach any audience demo
- **High-impact digital screens** - influence consumers throughout their day and at the point of sale
- **Creative asset compatibility** - repurpose digital assets, leverage video-enabled assets, QR codes, and more
- **Flexibility** - swap creatives on the fly, pause and restart campaigns, implement dayparting and optimizations
- **Unify DOOH with your omnichannel strategy** - leverage retargeting, cross-channel frequency capping, advanced measurement, and more





Compelling real-world messaging 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%

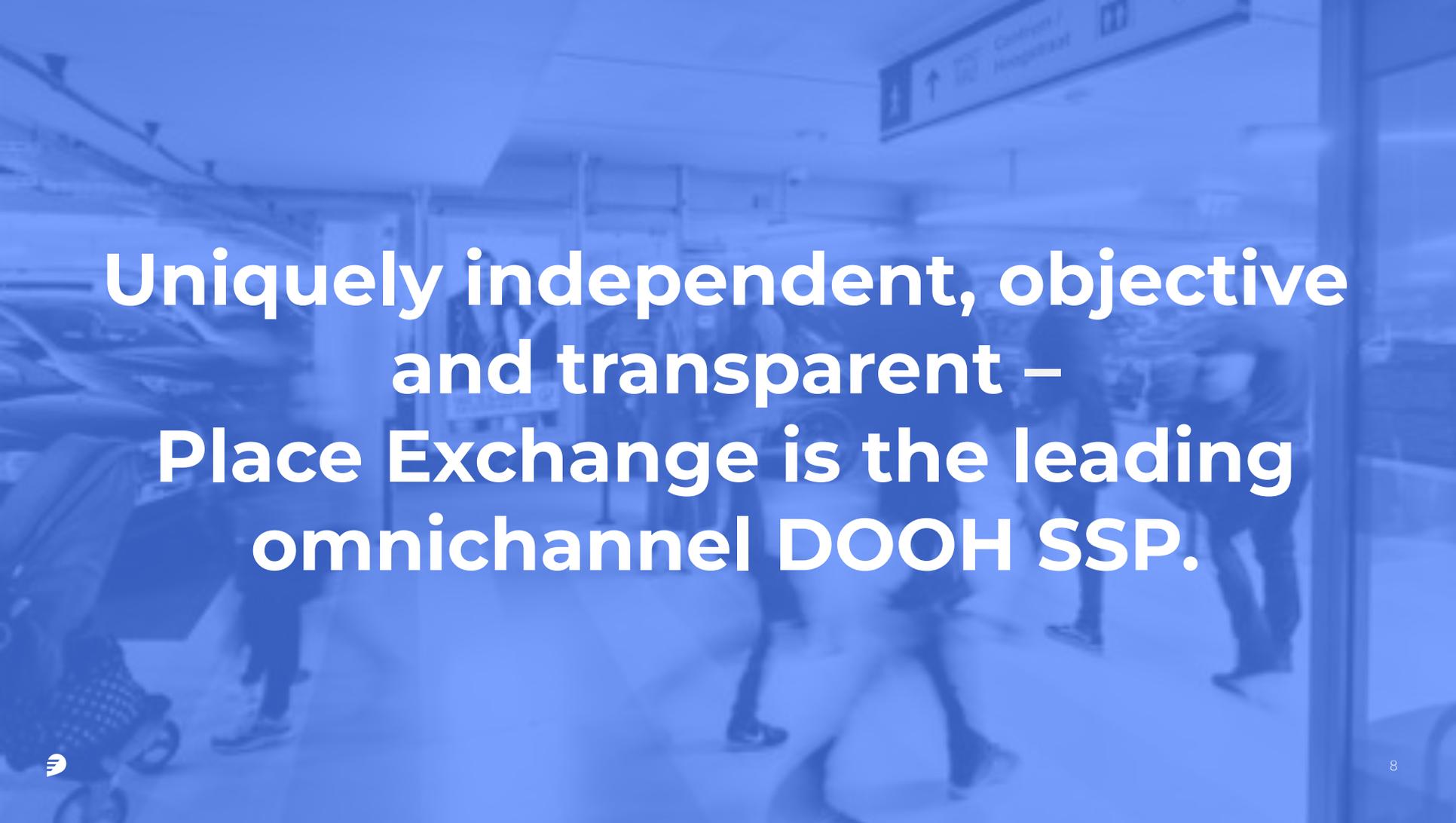
of consumers trust messaging in OOH ads, higher than for *any* other channel

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



**Uniquely independent, objective
and transparent –
Place Exchange is the leading
omnichannel DOOH SSP.**

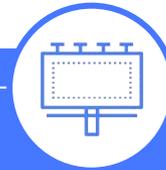
Powered by an omnichannel vision, our differentiators set us apart



Independent, objective
& transparent



Unique programmatic features
for DOOH across targeting,
creative, and more



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  PerView

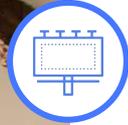


Industry leading service from team
of programmatic DOOH experts



Unique programmatic features

- ★ Support for 3PAS display and video, all programmatic transaction types including PG, PMP deals, and open auction
- ★ 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 **250+** inventory integrations

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

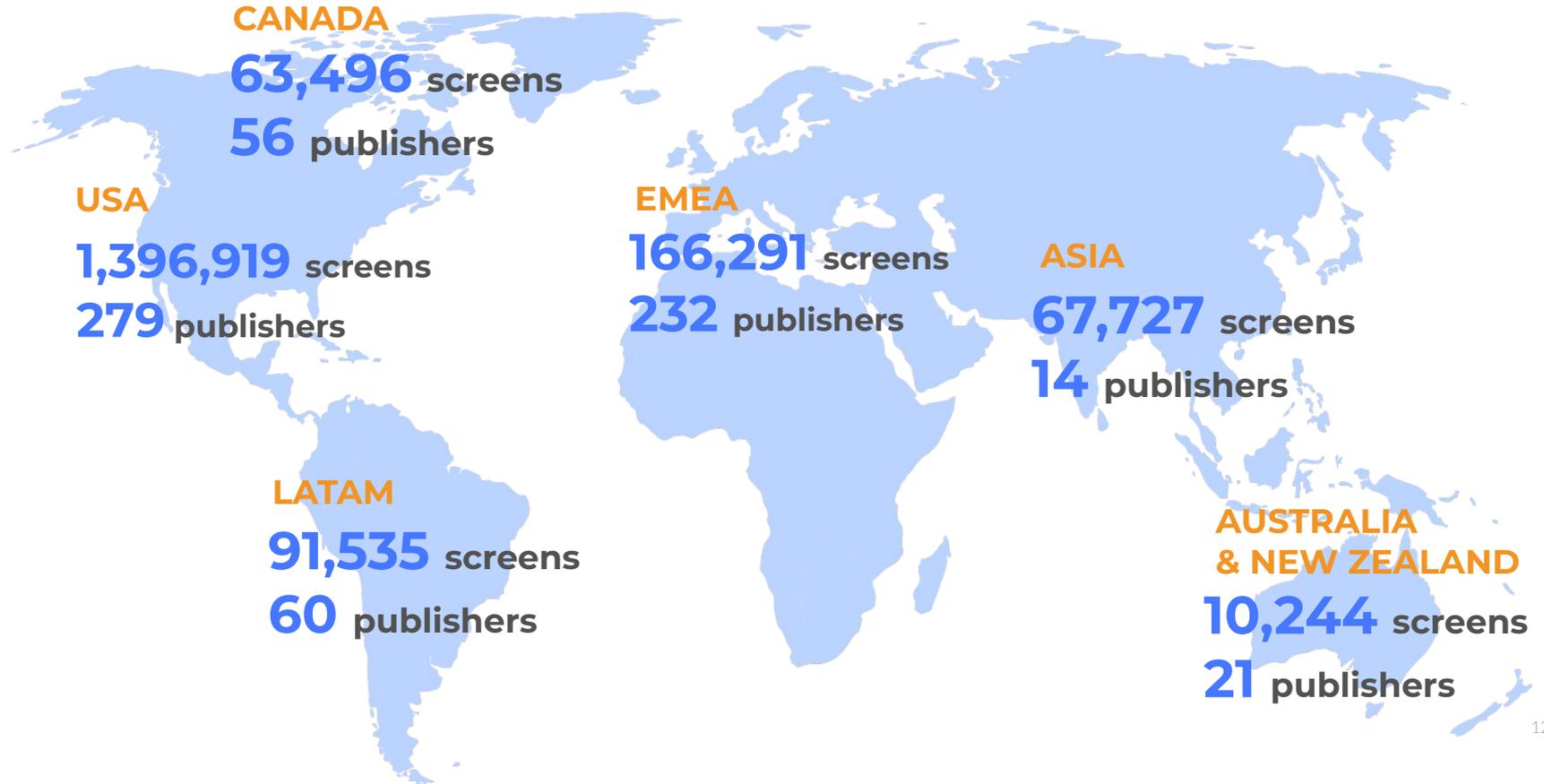
63B+ monthly impressions globally through the largest DOOH retail network, with over 443,000 screens

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

★ All inventory fully certified by [Place Exchange Clear](#)



1.8 million programmatic DOOH screens across the globe



Place Exchange is integrated with the world's leading DSPs

 ADOMNI

 AdQuick

 ADTHEORENT[™]
A Cadent Company

 APPcelerate
Unique data for higher conversion

 ATLAS
By TALON

 Basis[™]
Technologies

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



 CIDEWALK
INSTANT. LOCAL. MOBILE. ADS



 DATA
FUSION

 deepintent⁺

 displayce

 Display & Video 360



 GroundTruth



 MEDIAMATH
BY INFILLION

 NEPTUNE
RETAIL SOLUTIONS

 The Neuron
Intelligent
Connections





 PULSEPOINT[®]
LEADING HEALTH FORWARD



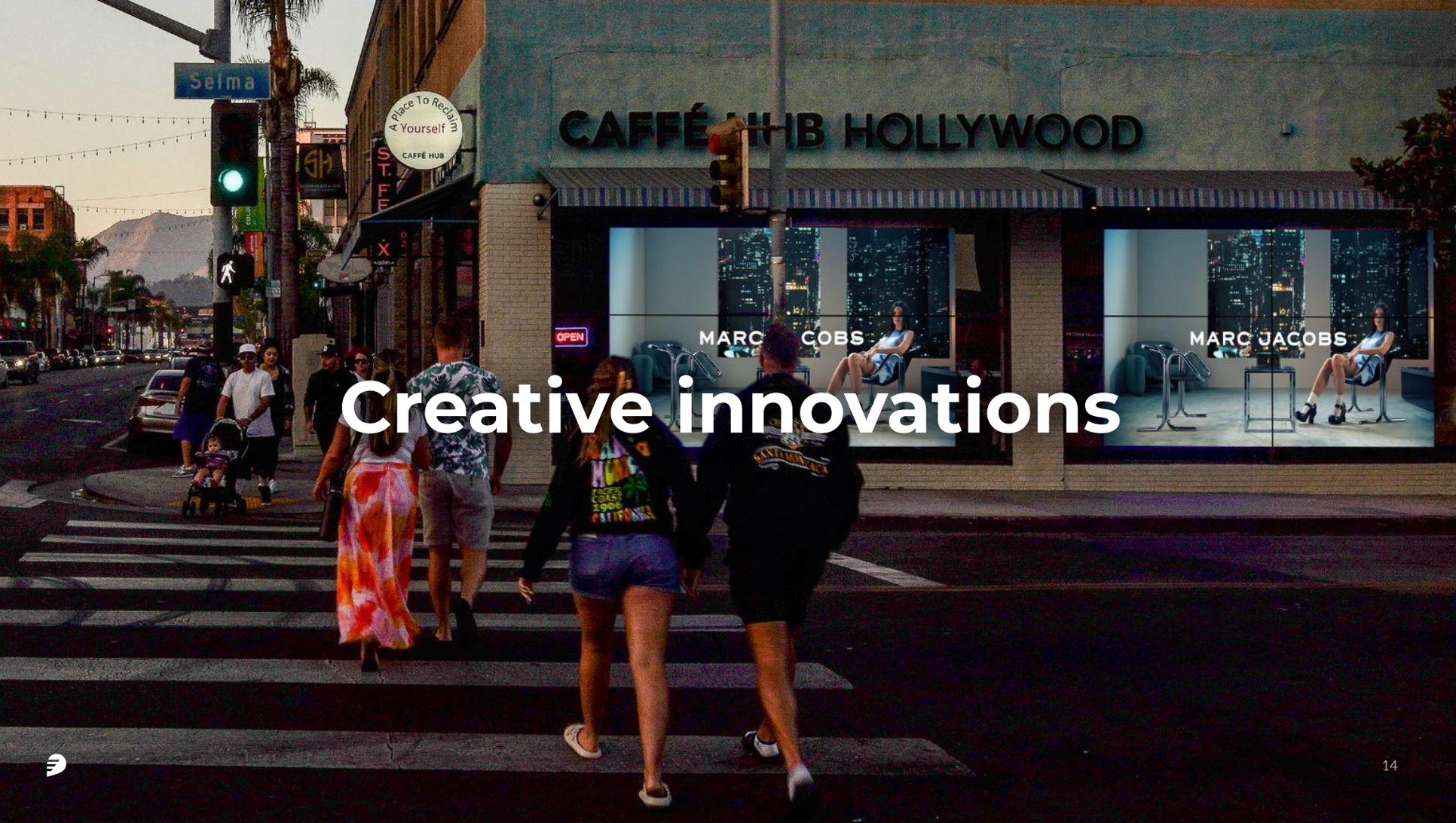












Selma

A Place To Reclaim
A Yourself
CAFFÉ HUB

CAFFÉ HUB HOLLYWOOD

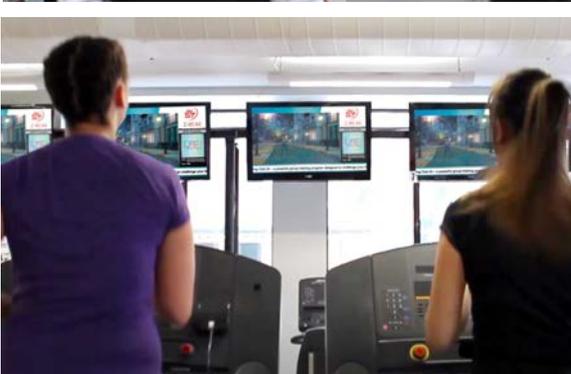
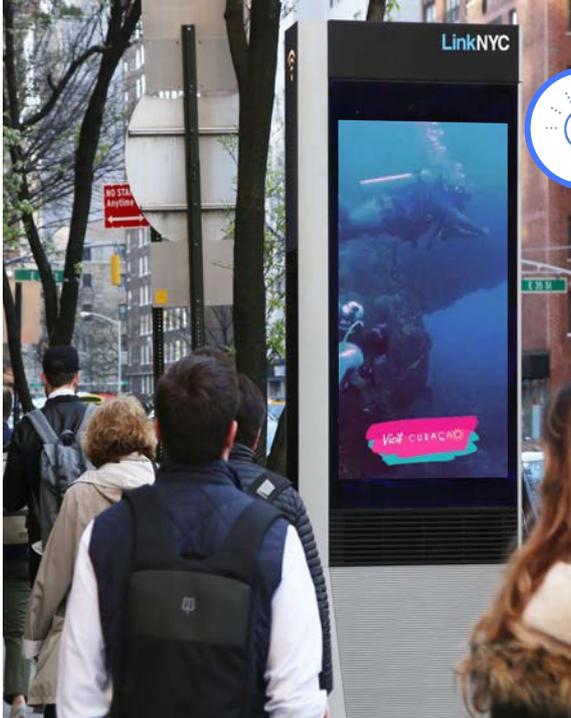
OPEN

MARC COBS

MARC JACOBS

Creative innovations





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.





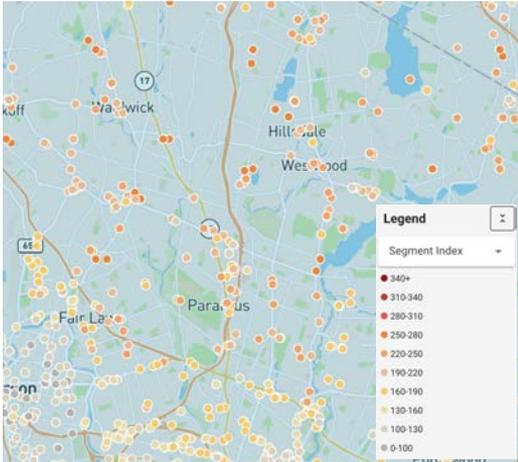
Sophisticated audience targeting



Leverage robust 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.

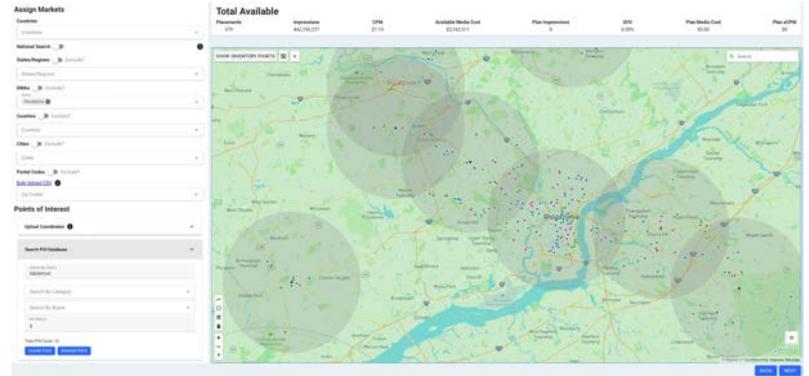




The PX Planner

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

- View all available Place Exchange 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



LinkNYC

paco rabanne



FAME

The New Feminine Fragrance

Shop Now



Advanced measurement capabilities

Cafe Luna
AM-5PM
RESSO
EA BAR
OOATHIES
stmr.
EAKFAST
l. day
MINIS + SALADS

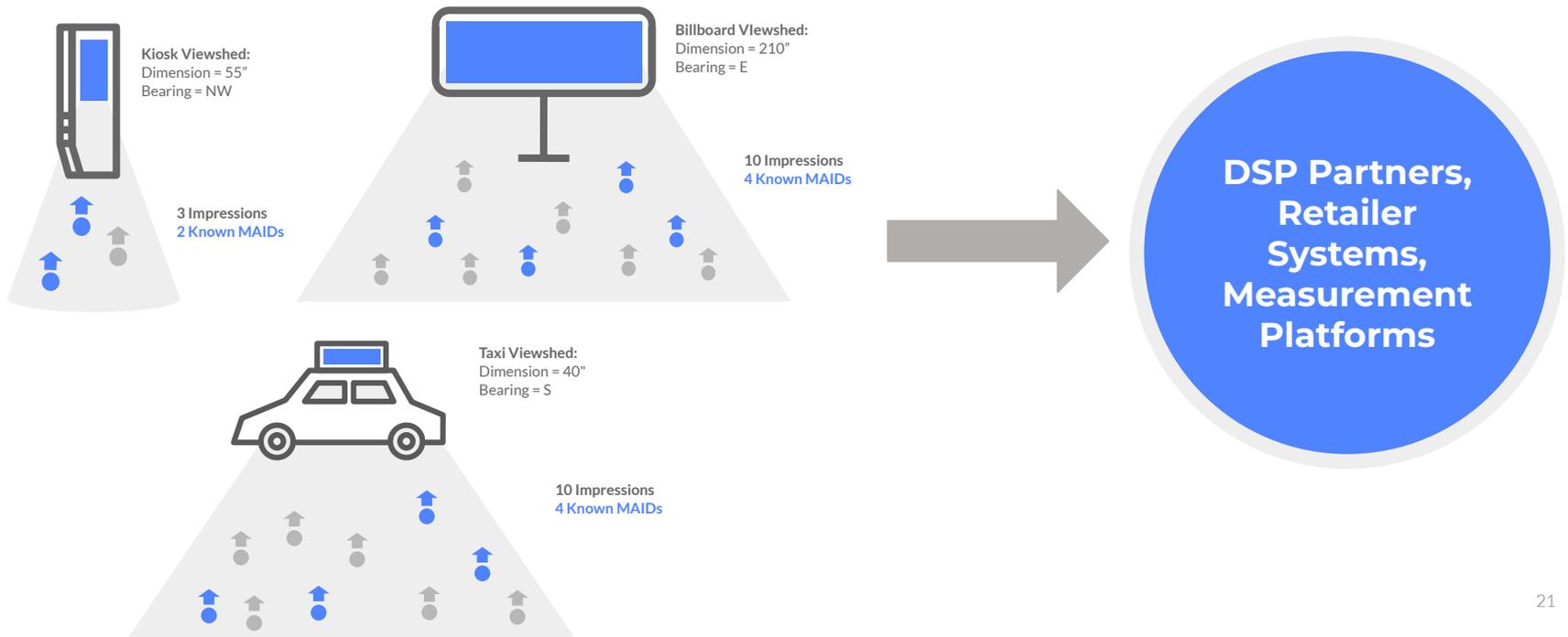
TAKE PART
IN THE RACE
Happy Hour
mon-fri 4-6
enjoy \$5 off all glass
half-priced charcuterie & c



Hurley

Deterministic device-level data across every DOOH screen type

Place Exchange's patented process of capturing exposed mobile IDs for consumers in the viewshed of every screen at the time of ad play ensures the most accurate exposure data collected for audience targeting and measurement.





Retargeting and attribution enabled by MAID passbacks

Place Exchange's unique ability to capture and pass device IDs means marketers can perform digital attribution across the full marketing funnel 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.

Our methodology for viewsheds yields the largest dataset for retargeting DOOH exposed consumers.

PerView™

Place Exchange's proprietary measurement solution is the gold standard for OOH measurement.

PerView uses daily updated mobile data to calculate up-to-date reach, frequency, and impression metrics for any set of OOH assets.

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.



Unlock the real power of OOH.

sales@placeexchange.com

