# PLACE EXCHANGE

# Healthcare & Pharma Brands Find a New Prescription: OOH

With the declining reach of linear TV, and the diminishing scale of print, healthcare and pharma advertisers are more challenged than ever to reach audiences through traditional channels. In recent years, OOH has emerged as a powerful medium for healthcare and pharma messaging - offering massive reach, engaging creative formats, higher levels of consumer trust than any other channel[1], and sophisticated targeting and measurement capabilities.

Source: [1]Vistar/MFour

## Why health & pharma brands work with Place Exchange

- Ability to leverage first and third party health and wellness data in aggregate for planning and buying

- Granular location targeting, including inside and around **point-of-care facilities, pharmacies,** and other key points of interest

- Support for video and display formats, with seamless integration of legible ISI (important safety information) as well as QR codes for user interactivity

- Dynamic creative capabilities that can trigger against data such as weather, pollen counts, epidemiological data, and more

- Ability to measure desired outcomes, including script lift and other key metrics

## Drive engagement across a vast network of health media

- Total Screens: **Over 40,000**
- 4-week Impressions: **2.9 Billion**

AdStash   ATMOSPHERE Better TV for Business   CONSTANT MEDIA   HMN HEALTH Media NETWORK   loop   n·compass TV

PatientPoint   Pursuant Health   screenverse   STARLITE   Vengo

Contact **sales@placeexchange.com** to learn more.

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# Leverage Advanced Targeting Capabilities

## Audience Targeting

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

- Seasonal healthcare data (e.g., allergy, cough-cold)
- Prescribing behavior (NPI) - TRX (total RX - total coverage of an area)
- Demographic segments (e.g., age, gender)
- Psychographic and behavioral segments

## Location Targeting

Place Exchange enables location targeting at any level of granularity, from distinct points of care, to custom geofences, zips, or DMAs.

*Target by city & geofence: Sample map showing inventory in Chicago within a 2 mile radius around CVS locations*
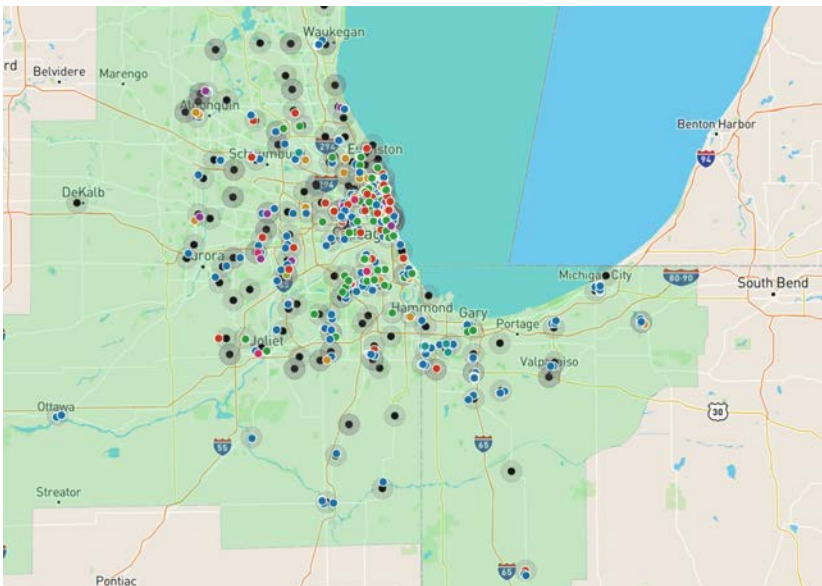


- *Total Screens: **542***
- *Impressions (4-week): **68.5M***

| Publisher Screens | |
|---|---|
| PatientPoint | 🔵 |
| Screenverse | 🟢 |
| AtmosphereTV | 🔴 |
| Constant Media | 🟡 |
| Loop Media | 🟣 |
| N-Compass | 🟢 |
| POI: CVS Locations | ⚫ |


Intersection


Starlite Digital

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## Contextually Relevant Locations

Engage consumers in the physical world with targeting based on the right physical context for any health or pharma message in health clubs & gyms, medical campuses, retail locations, and more.



- *Total Screens: **64,469***
- *Impressions (4-week): **27.8B***

| Venue Type | |
| --- | --- |
| Doctor's Offices | 🔵 |
| Gyms | 🟢 |
| Retail | 🟡 |
| Veterinary Offices | 🟣 |
| Pharmacies | 🔴 |

## Place Exchange is integrated with leading healthcare DSPs

**PULSEPOINT®**
— LEADING HEALTH FORWARD

**deepintent⁺**

In addition to our supply partners, our integrations with healthcare DSPs that use comprehensive health data to drive higher audience quality and script performance, offer advertisers a way to target healthcare professionals and patients with an unprecedented level of accuracy.

**Health Media Network**

**PatientPoint**

When it's time,
**FEEL SAFE GETTING THE COVID-19 VACCINE**
to protect both you & those around you

Contact **sales@placeexchange.com** to learn more.