

Place Exchange delivers 43 million impressions in NYC for luxury advertiser Mejuri

Mejuri leveraged Place Exchange to run a programmatic OOH campaign aimed at increasing jewelry sales and driving brand awareness in one of their largest markets, New York City, across three separate campaign bursts, with increased activity during the holiday season

Campaign Overview:

- **Market:** New York City, NY
- **Audience:** All Adults AB25+
- **Publishers:**



Solution:

Via The Trade Desk, Mejuri strategically targeted New York consumers on their daily commutes across Place Exchange street level displays, including at bus stops, train stops, and other highly-populated locations all within a 500m radius of Mejuri stockists. The placements helped Mejuri stay top of mind during all 3 seasonal bursts with an emphasis on the holiday gifting season, and also drove last mile impressions to consumers entering Mejuri stockist locations.



Campaign Results:

Place Exchange programmatically delivered **43.8 million impressions** to Mejuri's target audience.

The seamless execution of Mejuri's campaign on premium DOOH displays in proximity to physical stockist locations led to new sales and increased brand awareness in a key market.

