



## Make Mother's Day Memorable with DOOH

Consumer spending on Mother's Day has broken records each year since 2019, reaching **\$254 per consumer in 2024, the second highest mark in history.**<sup>1</sup> Consumers are eager to make meaningful purchases to honor mothers and other important women in their lives. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across high-impact screens in any physical context.

**\$33.5**  
billion

spent in the US by consumers  
on Mother's Day gifts<sup>1</sup>

**84%**

of US adults are expected to  
celebrate Mother's Day with a  
purchase<sup>1</sup>

Source: <sup>1</sup>National Retail Federation, 2024



### Top 3 gift categories by spend<sup>1</sup>



**\$7.0B**  
Jewelry



**\$5.9B**  
Special Outings



**\$3.5B**  
Electronics

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more

## Place your brand at the point of purchase by leveraging the largest programmatic OOH retail network through Place Exchange

### Key Benefits of Place Exchange's Retail Media Network

- **Unmatched scale** of premium retail media inventory, including exclusive supply
- **Display, video, and audio** formats
- **Reach & Frequency measurement** for pre/mid/post campaign use cases
- **Impression-based** budgeting and pacing
- **No hidden fees**, markups, or arbitrage
- Support for **3p ad server tracking**
- **Seamless DSP campaign execution**, unified across retail media inventory
- **Support for guaranteed & non-guaranteed deals**, and open auction buying
- **Mobile device ID capture** to power analytics, attribution, and retargeting
- **Independent & agnostic**, with no competing DSP business and not beholden to any publisher

PX Retail Media Network currently includes over **444,000 screens** from premium publishers totaling over **61 billion weekly impressions** and growing.



Simon Malls | Deliver last mile messaging at retail locations



Starlite | Influence consumers at the point of purchase

