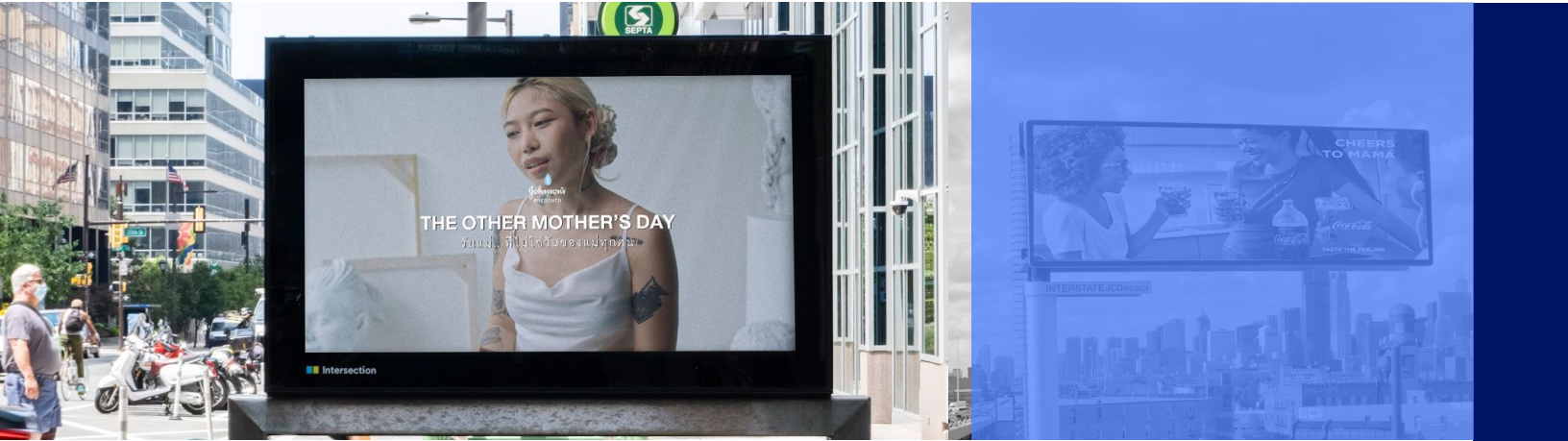




Make Mother's Day Memorable with DOOH

Consumer spending on Mother's Day has broken records each year since 2019, reaching \$284 per consumer in 2026, the second highest mark in history.¹ 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.

**\$38
billion**

spent in the US by consumers
on Mother's Day gifts¹

84%

of US adults are expected to
celebrate Mother's Day with a
purchase¹

Source: ¹National Retail Federation, 2026



Top 3 gift categories by spend¹



75%
Flowers



74%
Greeting Cards



63%
Special Outings

Contact us-programmatic-sales@broadsign.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 **580,000 screens** from premium publishers totaling over **78 billion 4-week impressions** and growing.



Simon Malls | Deliver last mile messaging at retail locations



Starlite | Influence consumers at the point of purchase

