



Make Mother's Day Memorable with DOOH

Consumer spending on Mother’s Day has broken records each year since 2019¹. 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.

90%

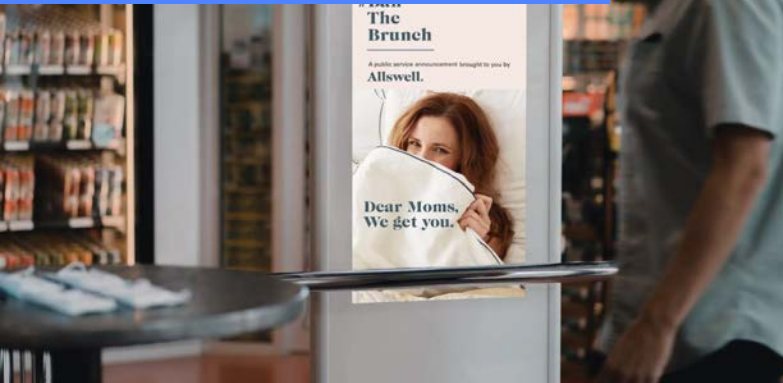
of Canadians spent the same or more on Mother’s Day gifts compared to 2023¹

70%

of Canadian consumers shop in store for Mother’s Day gifts¹

Source:¹ Retail Council of Canada, 2024

INEO | Deliver last mile messaging at retail locations



Quebecor | Showcase your brand to consumers on the move



Top 3 gift categories by spend¹



44%
Food, Alcohol, and Dining



44%
Flowers



22%
Gift Cards

Contact 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**, marqueups, 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 Canada Retail Media Network currently includes over **7,000 screens** from premium publishers totaling over **1 billion monthly impressions** and growing.



and more!

NEO OOH | Reach consumers shopping and in moments of leisure



Best Buy Canada | Influence consumers at the point of purchase

