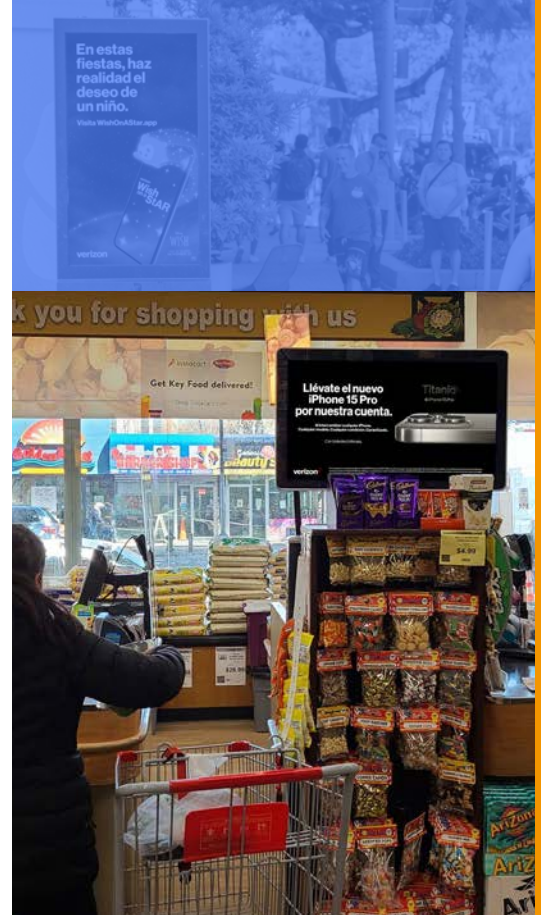


# Programmatic OOH for Multicultural Audiences

Connect with your target demographic using high-impact screens across a variety of venues. OOH allows brands to put their message in unskippable and brand-safe environments across the consumer's daily journey.

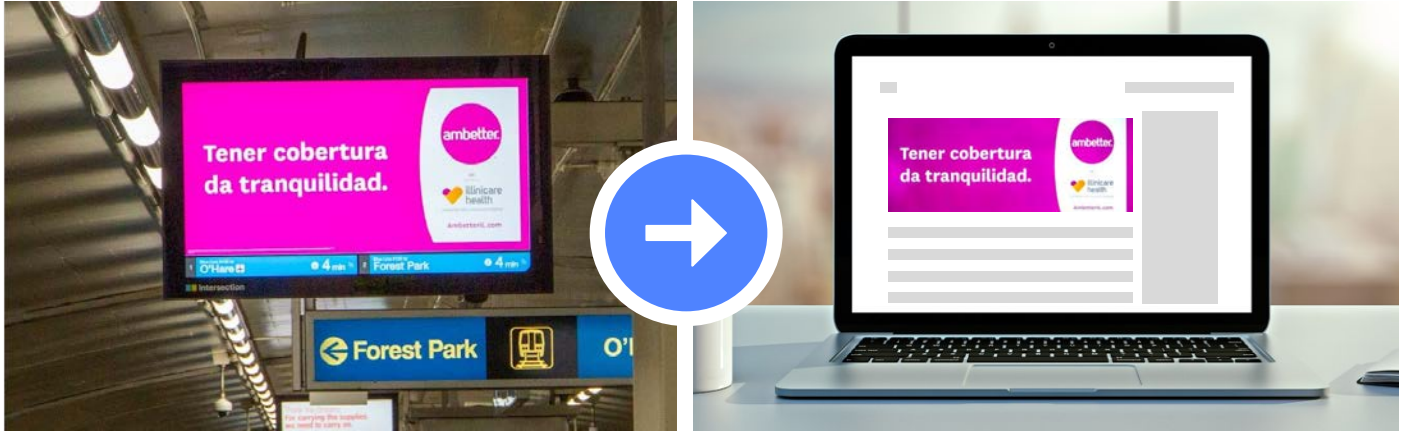


## Seamless Programmatic Execution

- Access over 250 billion monthly OOH impressions across 200+ premium publishers with full coverage across the U.S., Canada, Europe, & Latin America
- Flexible buying formats in your DSP including: Programmatic Guaranteed, Private Marketplace (PMP), and Always-On Deals
- Video and display support using existing or custom creative assets
- True dynamic creative execution across all OOH inventory
- Complete transparency around media buys—access impression, engagement, and spend reporting directly in your DSP
- Advanced targeting capabilities by publisher/screen, location, physical context, and audience segments
- Device-level data passback for retargeting, analytics, and optimization
- Ability to drive and measure impact at every stage of the funnel (e.g., brand awareness, foot traffic, online conversion)
- Unified device-level attribution with other programmatic channels
- Support for 3rd party ad server reporting, including impression and engagement metrics tracking

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

# Drive engagement by retargeting exposed Device IDs across screens



- Retarget exposed DOOH consumers across other programmatic channels
- Cross-screen creative sequential messaging
- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks

## Leverage advanced targeting capabilities

Place Exchange enables targeting by screen location at any level of granularity, as well as by physical contexts, and 1st and 3rd party audiences.

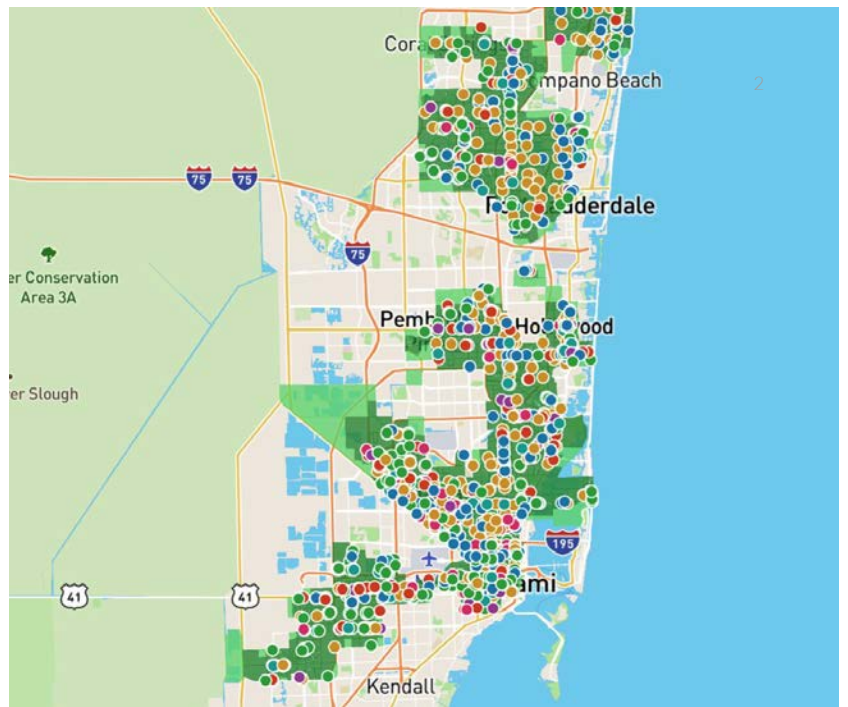
### Audience: Spanish Speakers

Map showing sample restaurant, bar, and retail inventory in areas with a high index of spanish speakers in Miami DMA.

- Total Screens: **2,317**
- Impressions (4-week): **1B**

#### Publisher Screens

Bars	●
Casual Dining	●
Convenience Stores	●
Grocery	●
Pharmacies	●
Malls	●
High Indexing Population	■



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