

Case Study

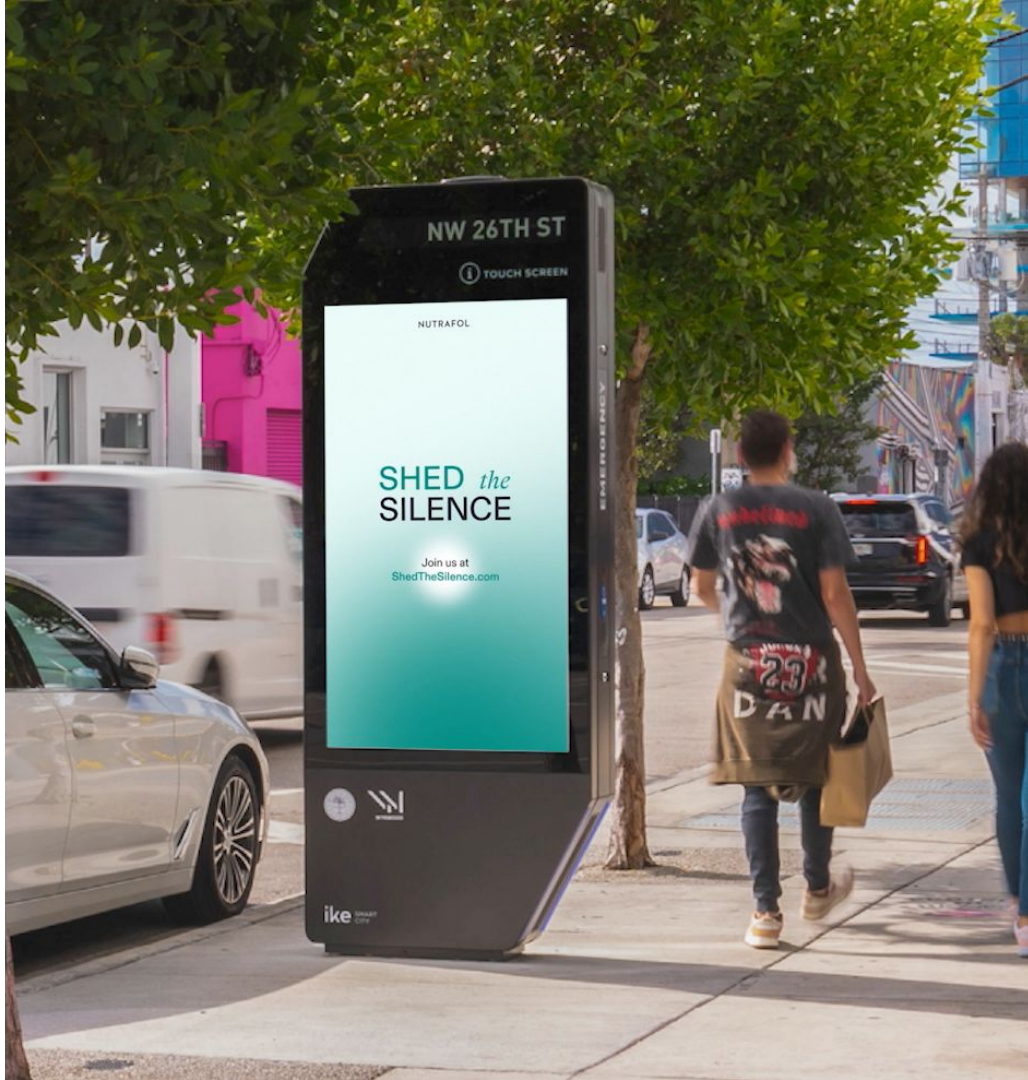
Nutrafol - Shed the Silence



Objective

Nutrafol, a leading brand in hair wellness, aimed to “shed the silence” on hair loss. The campaign directed consumers to join a Nutrafol community group at shedthesilence.com where they could connect to normalize hair struggles. The brand wanted to drive brand awareness and site engagement through a full-motion DOOH campaign in key markets including Chicago, Dallas, New York City, and Miami.

Place Exchange was tapped to programmatically deliver video ads on prominently positioned DOOH displays within the zip codes that over-indexed for the target consumer of A18+.



Campaign Goals & Metrics Summary

| Goals | Success Metrics | Methodology |
|--|---|---|
| <ul style="list-style-type: none">● Reach the target audience in specified DMAs using a variety of premium DOOH formats● Drive brand awareness of Nutrafol and site engagement at shedthesilence.com to help normalize conversations around hair loss | <ul style="list-style-type: none">● Maximize impressions against A18+ consumers within the target markets● Mira study site-visit metrics:<ul style="list-style-type: none">○ Site-wide visits○ Sign ups (takes quiz on site)○ Conversions (product purchase) | <ul style="list-style-type: none">● Select high-indexing inventory against target audience in specified DMAs via Place Exchange● Utilize Place Exchange to seamlessly activate the DOOH campaign programmatically across multiple premium OOH media owners |

Audience Targeting

Place Exchange identified DOOH displays in Chicago, Dallas, New York City, and Miami zip codes that have a high concentration of consumers aged 18 and older and programmatically delivered the “Shed the Silence” full-motion video creative across a diverse range of outdoor, transit, place-based, and retail inventory within the specified regions.

Map displays a sample of Place Exchange inventory in New York, highlighting zip codes (in green) that over-index for A18+ consumers.

Venue Type

Urban Panels



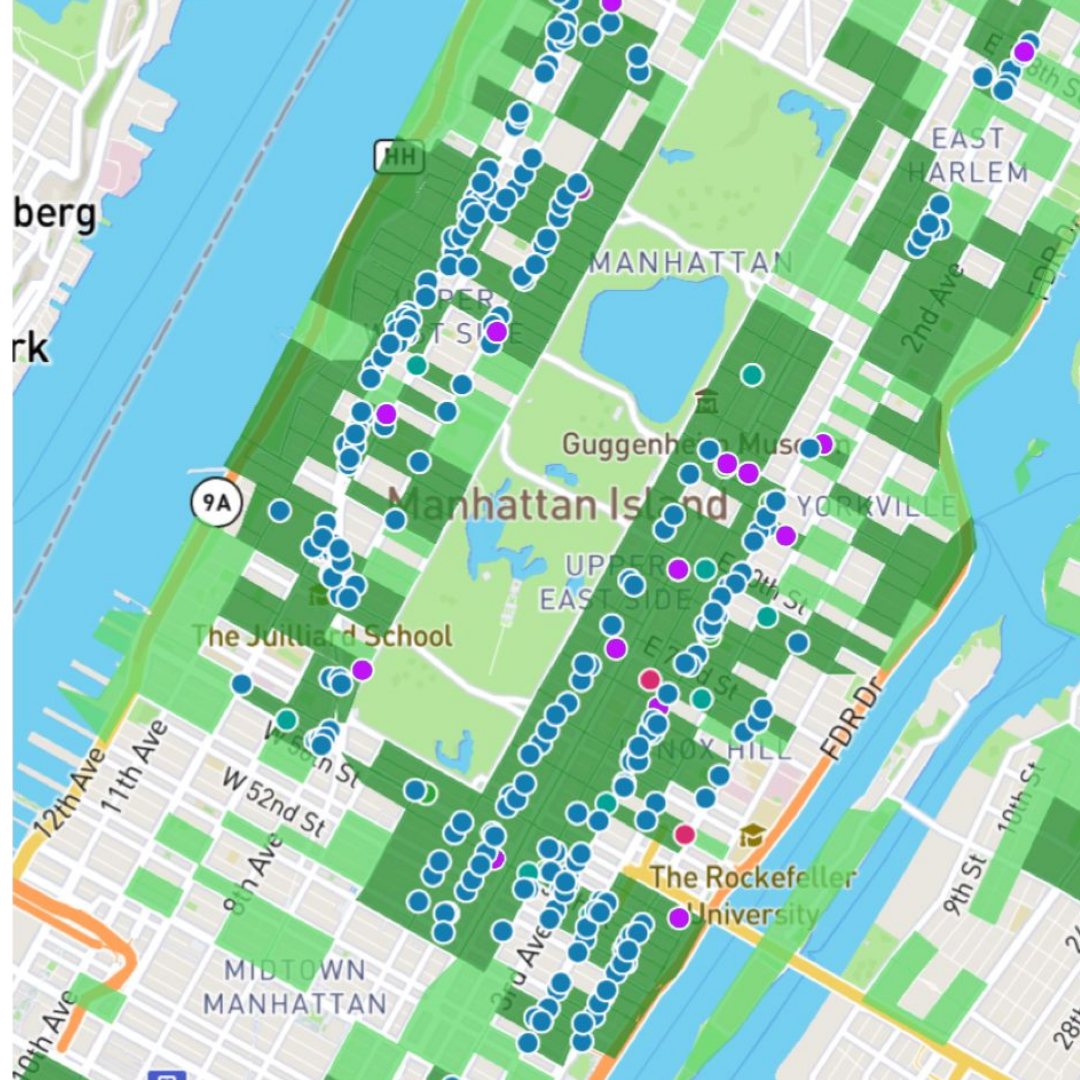
Point of Care



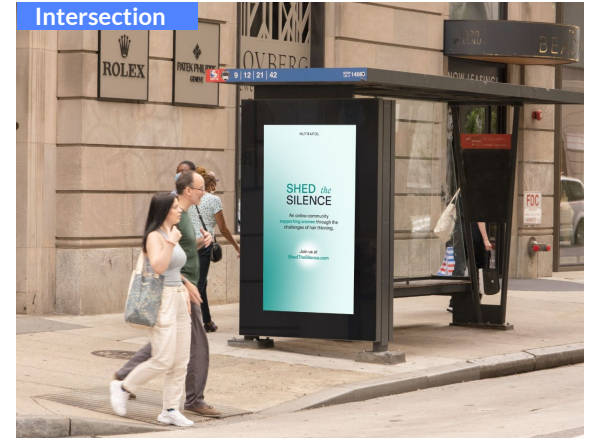
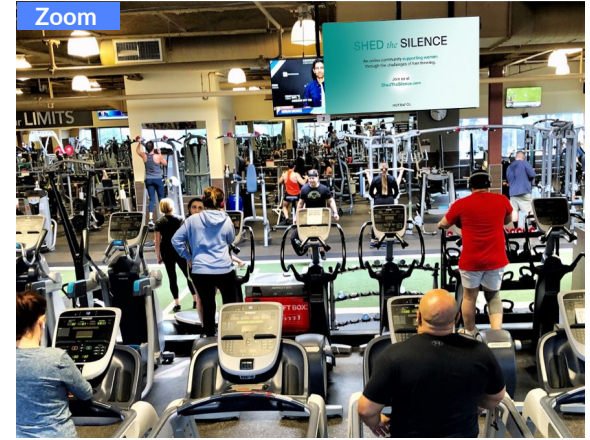
Public Transit



Health Beauty | Salons



The campaign ran on high-impact screens in a variety of venues such as street-side outdoor, gyms, retail locations, and transit hubs.




Campaign Results

Overview of 55-day flight :

35 million

total impressions delivered by
Place Exchange to A18+
consumers in target markets

Site-visit study results, measured by Mira,
demonstrate a lift in site visits, sign ups, and
conversions within a **7 day lookback window**:

Measured by  **mira**
A Revel Mobile Company

37% increase in site visits

135% increase in sign ups on website

57% increase in conversions
(product purchases)

Unlock the real power of OOH

sales@placeexchange.com

