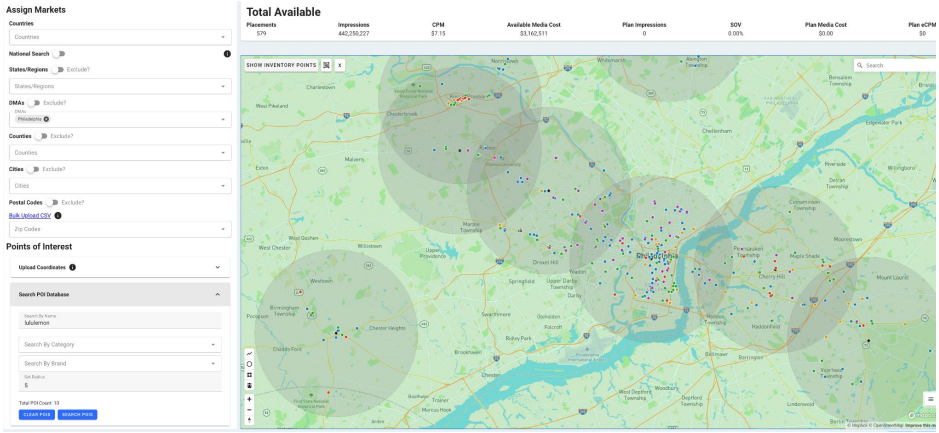
PLACE EXCHANGE

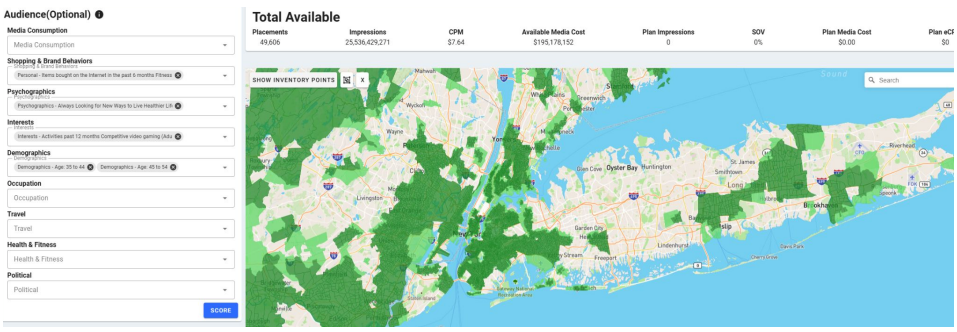
Place Exchange Planning Tool for Agencies & Advertisers

Powerful targeting features give you deeper insights and greater ability to deliver high-impact campaigns.

The Place Exchange Planning Tool (aka the "PX Planner") enables users to easily build and activate OOH media plans with industry-leading targeting capabilities. The PX Planner supports precise screen-level targeting based on indexing against thousands of consumer segments, as well as hyper-granular targeting by geography, points of interest (POIs), venue categories, and much more. In addition, users can create custom exports tailored to a given advertiser's exact needs.



Sample map showing health and fitness screens within a 5-mile radius of Lululemon stores in Philadelphia



Sample map showing locations of fitness enthusiasts with an interest in video games

Distinctive Capabilities

- Up-to-date screen-level indexes for 5,000+ target segments
- Precise, exportable segment scores
- Flexible, custom geo targeting
- Template creation for efficient iteration
- Shareable interactive map links for campaign plans
- Seamless DSP activation
- High-performance UI
- Frequent inventory refreshes

Contact **sales@placeexchange.com** to learn more

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Place Exchange Planner - Advanced Feature Summary

Feature		Detailed Capabilities
Segment Targeting	✔	Select from over 5,000 demographics, psychographics, general interests, brand and purchase behaviors, occupations, media consumption patterns, health & fitness behaviors, travel behaviors, and political behaviors
Screen-level Segment Indexing	✔	Filter screens based on how they individually index against any target segment, using exportable scores based on the latest composition of populations exposed to each screen
Geographic Targeting	✔	Target by Country, State/Region, DMA, City, Country, Zip Code, or leverage custom geofences
POI Targeting	✔	Choose from an extensive database of pre-defined points of interest – by name, category or brand – or define custom POIs, with any desired proximity threshold
Venue Targeting	✔	Target inventory based on the surrounding venue type, leveraging the industry-standard OpenOOH taxonomy
Network Targeting	✔	Select specific networks and/or media types
Screen Capability Selection	✔	Choose screens based on properties such as aspect ratios, supported ad dimensions & formats (display, video, audio, dynamic creative), and IAB content category restrictions
Custom Screen Groupings	✔	Upload custom-defined screen lists meeting any pre-set criteria you decide
Price Filters	✔	Select screens meeting CPM criteria
Interactive Visualization	✔	Leverage dynamic and intuitive map-based graphical UI, photo galleries with venue and creative images, mockups of campaigns live in the wild, and tabular data summaries
Dynamic Plan Summaries	✔	See total availability, impressions, CPMs, and total cost, dynamically updated as you modify your media plan
Advanced Export Capabilities	✔	Export screen-level data including segment indexes, creative specs for selected screens, full media plans including inventory, budgets, and CPMs, shareable interactive maps, and powerpoint presentations
Seamless Activation	✔	Activate campaigns via programmatic or direct channels, leveraging non-guaranteed or guaranteed deals
Reach & Frequency Measurement	COMING SOON	Measure deduplicated reach & frequency for your plan to understand the impact it will generate

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Place Exchange Planner - Feature Examples

Segment Targeting

Shopping & Brand Behaviors
Shopping & Brand Behaviors
Automotive - Vehicle HHLD plans to buy new next 12 months (HHLD) Hybrid or electric vehicle

Psychographics
Psychographics
Psychographics - My next car will be more eco friendly Agree (Adult)

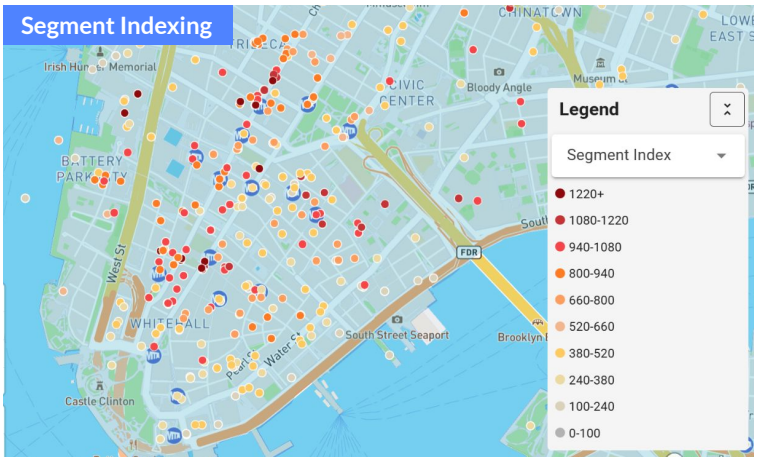
Interests
Interests
Interests - Ecofriendly activities done on a reg basis Donate to environmental causes (Adult)

Demographics
Demographics
Demographics - Age: 35 to 54

Occupation
Occupation
Occupation - CY Emp Civ Pop 16+, Occ: White Collar

Travel
Travel
Travel - CY Workers, Travel Time: 30 to 44 Minutes

Segment Indexing

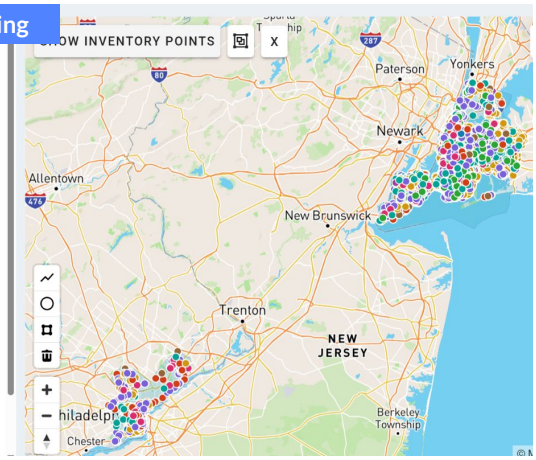


Geographic Targeting

DMAs
Counties Exclude?
Counties
Cities Exclude?
Cities
Philadelphia cit
New York city, N
Postal Codes Exclude?
Bulk Upload CSV
Zip Codes

Points of Interest

Upload Coordinates



POI Targeting

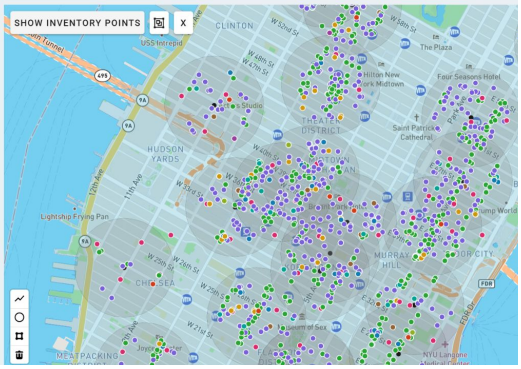
Cities Exclude?
Cities
Postal Codes Exclude?
Bulk Upload CSV
Zip Codes

Points of Interest

Upload Coordinates
Search POI Database
Search By Name
Search For Category in Sel
Search For Brand in Selected Market
CVS Pharmacy
Set Radius
.25

Total Available

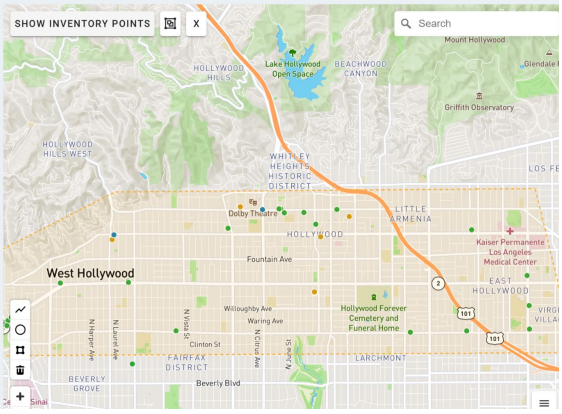
Placements	Impressions	CPM	Available Media Cost	Plan Impressions	SOV
39,760	13,932,318,404	$8.53	$118,792,415	0	0.00%



Venue Targeting

Segments · Inventory · Plan Overview

Publishers Exclude?
Publishers
Media Types Exclude?
Media Types
Venue Types Exclude?
Venue Types
Entertainment|Ba
Health Beauty|Gyr
Entertainment|Mc
Advanced Options
Segment Index Threshold
0 500
CLEAR SEARCH



Screen Capability Selection

Advanced Options

Platforms Exclude?
Platforms
Slot Dimensions Exclude?
Slot Dimensions
Preferred Ad Formats Exclude?
Preferred Ad Formats
1920x1080
1080x1920
Networks Exclude?
Networks
Restricted IAB Categories Exclude?
Restricted IAB Categories
& Politics
Profane Content

Supports Audio
Audio
Any
Supports Video
Video
Yes
Supports Banner
Banner
Any
Supports Dynamic Creative
Dynamic Creative
Yes
Enable CPM Filtering
0 50

Dynamic Plan Summaries

GROUP BY · CAMPAIGN DETAILS · AD SPECS · EXPORT

DMA	Venue	Placements	Media eCPM	Available Impressions	Available Media Cost
Boise	Entertainment|Bars	112	$6.34	5,056,482	$32,049
Boise	Entertainment|Movie Theaters	54	$7.00	776,009	$5,432
Boise	Retail|Malls	10	$6.12	760,887	$4,656
Portland, OR	Entertainment|Bars	362	$5.99	14,531,618	$87,067
Portland, OR	Entertainment|Movie Theaters	328	$6.99	3,418,268	$23,895
Portland, OR	Retail|Malls	31	$5.75	4,600,938	$26,433
Seattle - Tacoma	Entertainment|Bars	400	$5.81	15,449,737	$89,708
Seattle - Tacoma	Entertainment|Movie Theaters	549	$7.14	6,230,169	$44,509
Seattle - Tacoma	Retail|Malls	60	$8.79	41,977,599	$369,034

Advanced Export Capabilities

W	X	Y	Z	AA
segment_index	Occ: White Collar	Age: 35 to 44	Gym Member	EV Intender
172	109	106	120	124
110	82	144	104	89
217	115	92	131	156
246	112	128	132	130
199	110	122	120	124
177	108	118	119	116
248	117	140	136	110
248	117	140	136	110
248	117	140	136	110