



# Unlock the Power of Real Programmatic Out of Home Place Exchange





Place Exchange launched June 2018 as a pure-play OOH SSP.

**Our mission is to transform  
the entire OOH channel to  
be truly programmatic for  
buyers and sellers.**



# Combine the benefits of OOH

- Massive reach
- High-impact, human-scale creative
- Retail proximity
- No fraud, guaranteed brand safety
- 100% viewable, no ad blocking

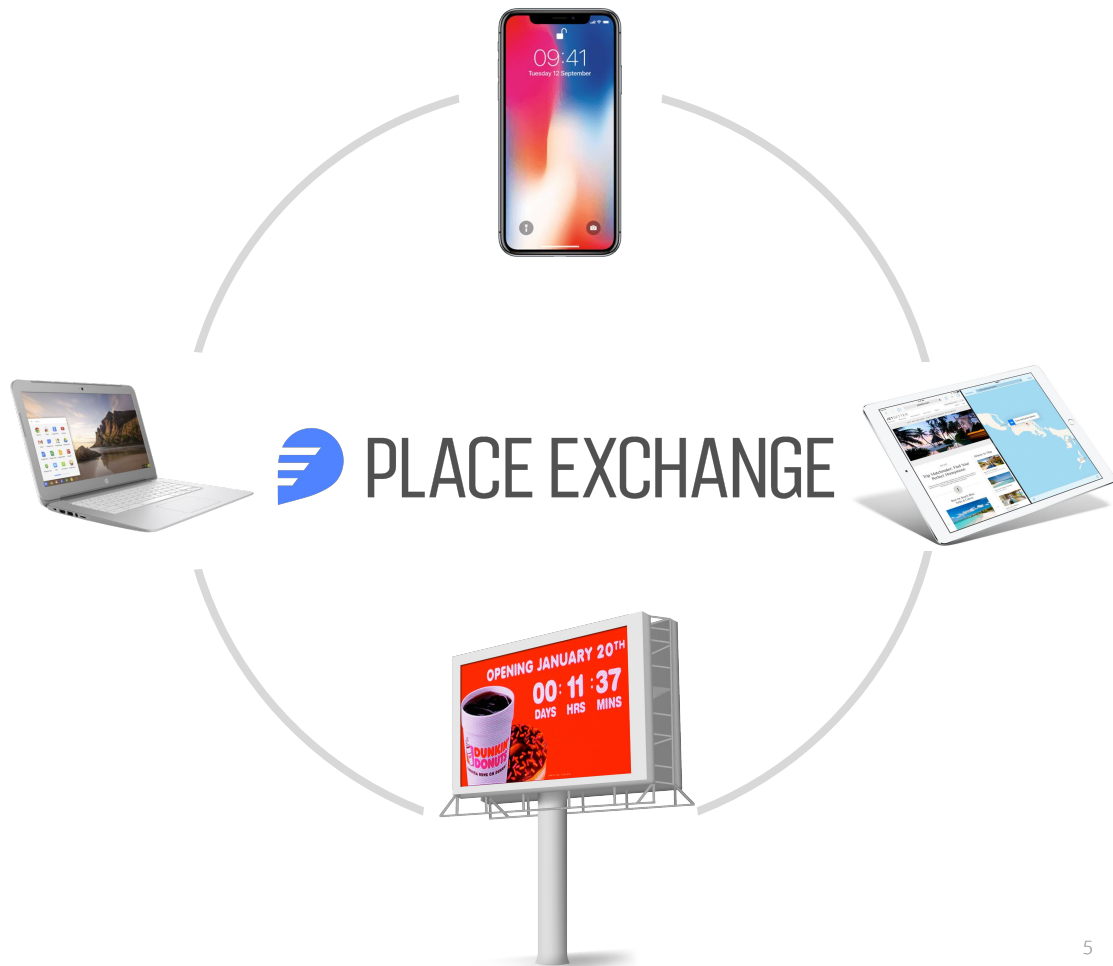




# With the benefits of programmatic

- Device-level attribution
- Integrated data & reporting
- Common transaction currency
- Unified campaign workflow
- Creative asset compatibility

Powered by an  
omnichannel  
vision,  
programmatic  
represents the  
next generation  
of digital OOH  
advertising





# Drive results in the physical world

Place Exchange's patented solution makes OOH truly programmatic, by seamlessly offering programmatic buyers the same workflows, reporting, and attribution for OOH as for other programmatic channels, within the DSP systems they already use.



# Real programmatic out of home

Place Exchange media owners enjoy the benefits of increased demand, while maintaining full transparency and control over every aspect of their programmatic business.





**Open up OOH inventory to  
the world of programmatic  
demand, with full  
transparency and control**

- Programmatic Revenue
- Turnkey Integration
- Full Transparency & Control





Place Exchange is  
integrated with  
leading global DSPs  
providing immediate  
demand



# Turnkey Integration

- Flexible and easy integration, across a wide variety of display and video formats
- Support for open auctions and private deals
- No exclusivity or commitment required



# Full Transparency & Control

- Full transparency and control over approved advertisers and creatives
- Full control over inventory pricing and auction dynamics
- Full transparency around demand and bidding, with no arbitrage, no bid manipulation
- No bundling with other media





# Place Exchange Partnership Benefits

- Instant access to incremental demand
- Introductions to new buyers
- Co-marketing opportunities
- Self-service tools
- Full control over demand and pricing
- Low, transparent fees
- No exclusivity or commitment

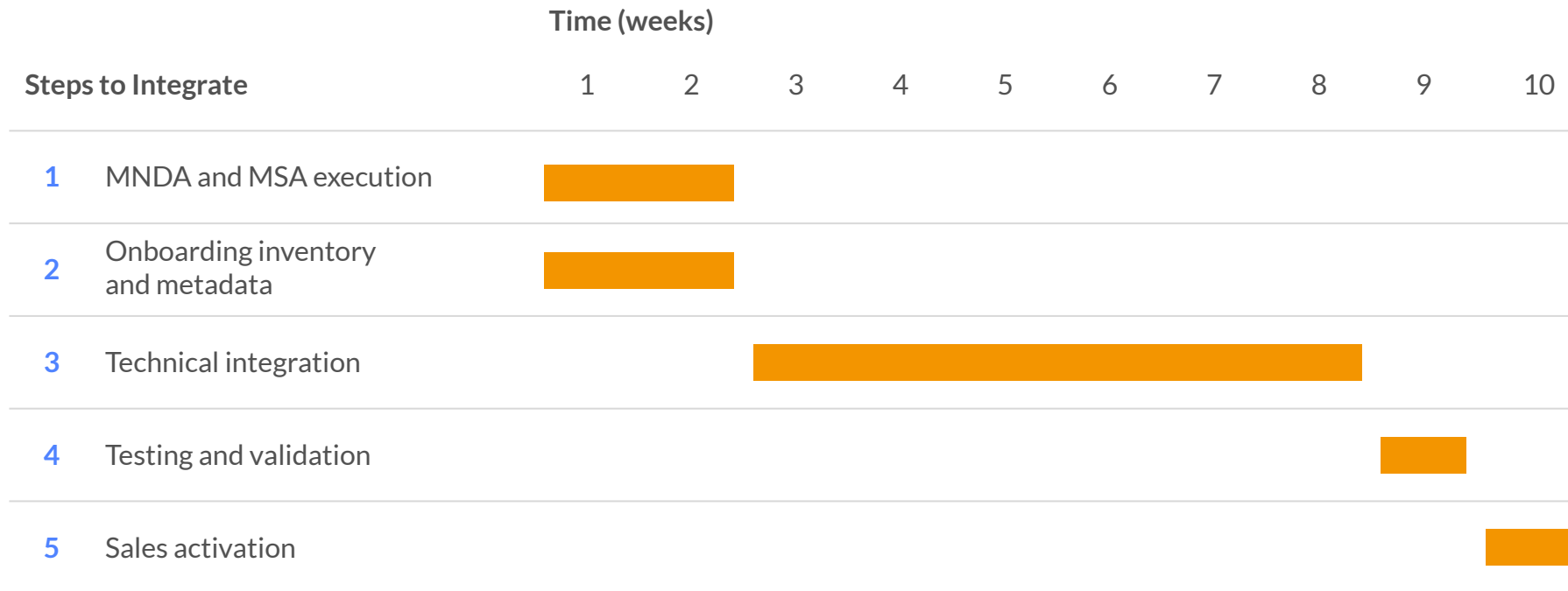


# Unlock the real power of OOH.

[partnerships@placeexchange.com](mailto:partnerships@placeexchange.com)



# API Integration Stages & Timeline





# Integration Overviews

## Direct API Integration

Full technical integration via Place Exchange publisher APIs, offering maximum access to programmatic demand

## “PX Lite” Integration

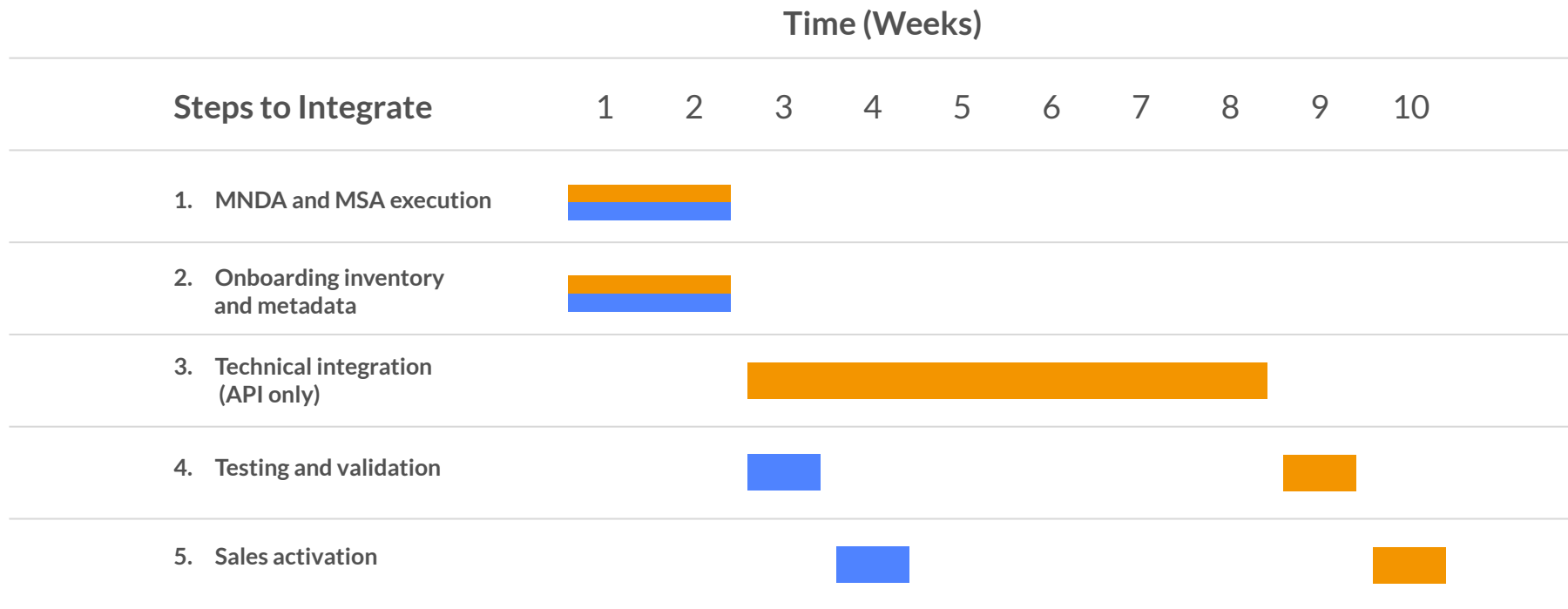
Generates ad requests by mirroring existing publisher trafficking to accelerate access to programmatic guaranteed demand via manual PX support

Integration Timing	8 – 12 weeks	2 – 4 weeks
Technical LoE	High	Low
Campaign Setup Lead Time	Min. 5 business days	Min. 10 business days*
Access to all DSPs	✓	✓
PG Deal Support	✓	✓
PMP Deal Support	✓	
Open Auction Support	✓	
Display Ads	✓	✓
IAB Formats	✓	
Video Ads	✓	✓
PX Portal Assets	✓	✓
DSP Attribution	✓	✓
Additional Fee	None	10%

\*Additional setup restrictions apply



# Integration Timeline & Campaign Activity



API



PX Lite

**See the measurable impact OOH can deliver when seamlessly executed through the same systems and measured with the same data as other programmatic channels.**



# Campaign execution & optimization

Place Exchange's proprietary integration with omnichannel DSPs enables buyers to optimize campaigns mid-flight.

## Optimization levers

- Publisher / Network
- Screen / Venue
- Creative
- Location
- Time of day

## Track conversions & events

- Site/app page visits
- Digital conversions (CPA/CPL)
- Shopping cart value



# Measure the full-funnel impact of DOOH

Place Exchange's unique ability to capture and pass **mobile IDs** means marketers can perform digital attribution and decisively measure impact.




## Metrics supported:















































- Cost per Page Visit
- Cost per Conversion
- ROI / ROAS
- Baseline or incrementality / lift

Upper funnel branding and engagement metrics can also be enabled, including brand awareness and affinity, purchase intent, tune-in, and foot traffic, and more.



# Place Exchange unlocks spend for media partners

-  Strong
-  Limited
-  Not Supported

Key Feature / Capability	Place Exchange	Vistar	Rubicon	VIOOH	Adomni
SSP only (no competing DSP)					
Integrated with majority of OOH supply					
Media transparency - no bundling					
Cost transparency - no arbitrage					
True impression-level buying for OOH					
PMP and open auction support					
Differentiated range of buyer profiles					
3p ad tag tracking support to drive ad volume					
Unified DSP workflow & attribution to drive spend					
CCPA & GDPR compliance for OOH		N/A	N/A	N/A	N/A

# US Digital Ad Spend





# US Digital Ad Spend: Programmatic Share

