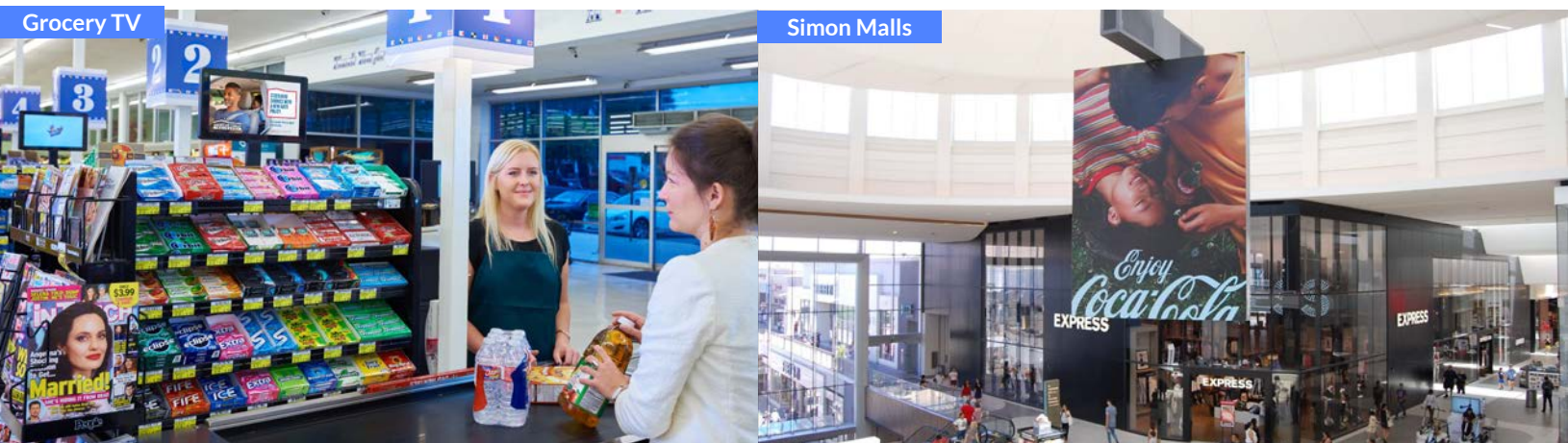




# Leverage the Power of Retail Media

85% of retail purchases occur in-store<sup>1</sup>, presenting a massive opportunity for brands to directly impact consumer purchase decisions using DOOH. Deliver targeted, high-impact messages to consumers on their path to purchase, right up to the point of sale. Leverage the combined power of online and DOOH retail media data to create a holistic approach to consumer targeting strategy. Partner with Place Exchange to unlock access to the largest DOOH retail media network in North America.



**\$125**  
billion

expected to be spent globally  
on retail media in 2023<sup>2</sup>

**62%**

increase in number of DOOH screens  
at retail locations YoY<sup>3</sup>

**3/4**

of advertisers are running  
in-store DOOH campaigns or  
are considering them<sup>4</sup>

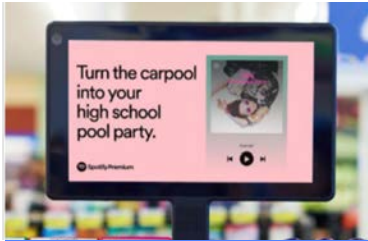
**\$40**  
billion

spent on retail media ad sales in 2022  
alone<sup>5</sup>

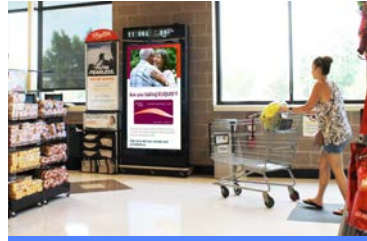
Source: <sup>1</sup>Statista, <sup>2</sup>GroupM 2023, <sup>3</sup>Insider Intelligence 2023, <sup>4</sup>IAB 2022, <sup>5</sup>Shopify - Statistics 2022

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

352,000+ screens, 45+ billion monthly impressions across a broad array of retail media environments with premium publishers



Grocery



Big Box



Pharmacy



C-Stores



Mall



Shopping District



Airport



Transit Hub



Gas Station

**A LOT**  
MEDIA

**ADAPT**  
media

**ADKOM**

**AdStash**

**ADVANA**

adPlanet  
by coinstar

**atm.tv**

**ATMOSPHERE**  
Better TV for Business

**X**  
media

**BackLite**  
Desirable by design

**BLUE**  
BILLBOARD

**Brookfield**  
Properties

**CBL**

**charge**

**FUZE**

**dolphin**  
DIGITAL OOH MEDIA

**reme.pe**  
Entrepreneur Media

**FUEL MEDIA** TV

**FREEOSK**

**GEOMETRIA**  
ADVERTISING AGENCY

**global**

**Grocery TV**

**GSTV**

**INEO**

**KeyMedia**  
NETWORK

**loop**

**Liquid**  
OUTDOOR

**MACERICH**

**NEWTRADITION**

**NRSDIGITAL MEDIA**

**PEARL**

**PYRAMID**

**RETAIL**  
**FLUENT**  
MEDIA NETWORK

**screenverse**

**ROCKBOT**

**sellr.tv**

**SHELF**  
**NINE**

**SIMON**  
MALLS

**STARLITE**

**terraboost**  
MEDIA

**TRAVEL**  
**PLAZA**  
MEDIA

**tumedio**

**VELOCITY**

**Vengo**

**volta**



## DOOH retail media brings powerful and unique advantages



Reach consumers during the buying decision process and at the point of sale where over 85% of sales occur



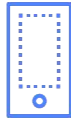
Utilize 1p shopper data from retail networks to target advertising by day/daypart, geography, individual stores, aisles, sections



Deliver engaging, high-impact display, video, and audio creative woven seamlessly into the shopping experience



Leverage dynamic messaging capabilities to utilize real-time feeds and triggers (pricing, promotions, inventory levels, weather, time of day, etc.)



Unify in-store messaging with retail marketing efforts in other channels (web, app, etc.)



Measure the incremental closed-loop impact of in-store marketing



Activate significant additional advertising revenues for retailers

## 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**, markups, 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

