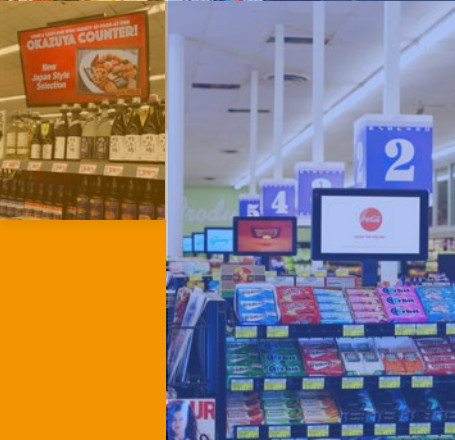


Unlock the Power of DOOH Retail Media



The moment for DOOH retail media



Did you know that **85% of all retail purchases still happen in-store?** With most sales taking place in brick-and-mortar locations, coupled with the proliferation of digital screens in these physical spaces, the opportunity for brands to directly impact consumer purchase decisions with DOOH has skyrocketed. Deliver targeted, high-impact messaging to consumers right on their path to purchase, all the way to the point of sale.

Leverage the combined power of online and DOOH retail media data, and incorporate DOOH in your DSP alongside other programmatic channels to create a holistic approach to consumer targeting.

Partner with Place Exchange to unlock all the programmatic benefits and access to the largest DOOH retail media network in North America, and our expanding networks in EMEA and Latin America.

The moment for DOOH retail media

85%

of all retail sales take place in-store,
where DOOH is front and center

#1

unlock the largest DOOH retail media
network with Place Exchange

**ADVANCED
CONSUMER TARGETING**

combine the power of online and
DOOH retail media data in your DSP

62%

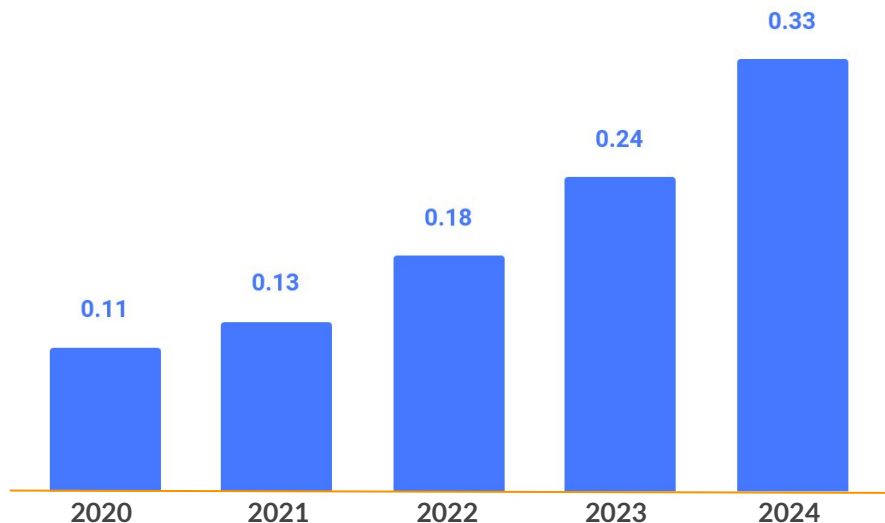
increase in DOOH screens in retail
locations on Place Exchange YoY



DOOH retail media is one of the fastest-growing categories

US In-store Retail Media Ad Spending, 2020-2024

billions



3/4

of advertisers are running in-store DOOH campaigns or are considering them

62%

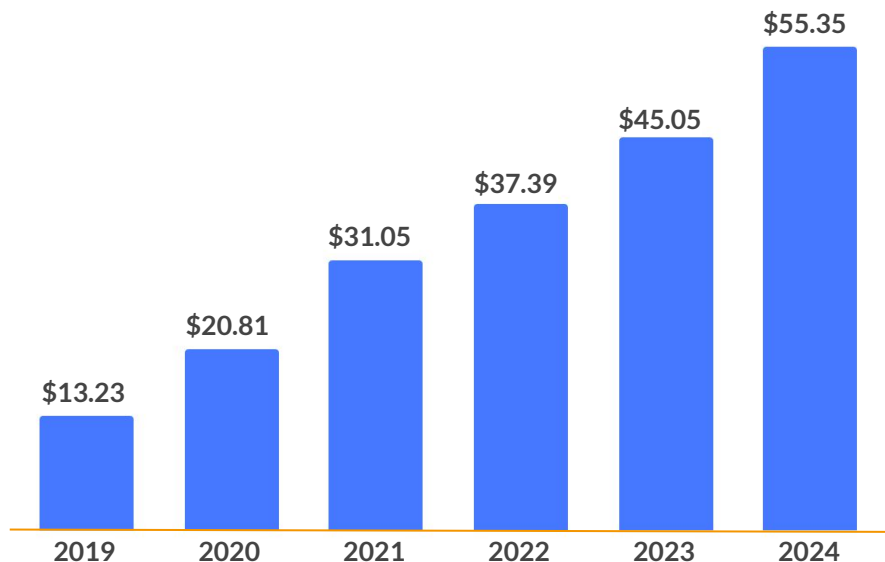
increase in number of DOOH screens at retail locations YoY

Sources: Insider Intelligence 2023, IAB 2022, Place Exchange 2023



Retail media is one of the fastest-growing ad categories

US Digital Retail Media Ad Spending, 2019-2024 billions



\$126
billion

projected spending on retail media globally in 2023

\$45
billion

projected spending on retail media in the US in 2023 – **surpassed CTV** (\$27 billion) & **closing in on traditional TV** (\$62 billion)

62%

increase in number of DOOH screens at retail locations YoY

Sources: GroupM 2023, eMarketer Insider 2023, Place Exchange 2023





Consumers prefer shopping in-store

85%

of retail sales take place in-store

81%

of Baby Boomers prefer to shop in-store

73%

of Gen X prefer to shop in-store

65%

of Millennials prefer to shop in-store

55%

of Gen Z prefer to shop in-store

68%

notice OOH ads on their way to a store

Sources: Statista 2022, Hubspot 2023, OAAA 2023

DOOH enables advertisers to merge digital retail media with physical retail media



In-store purchases continue to comprise the vast majority of all retail sales



New trends like buy online and pickup in-store, buy online and return in-store are linking digital and in-store shopping



New technologies like interactive screens, integrated smartphone experiences, cashierless checkout are enhancing the in-store shopping experience

Consistent messaging from home to purchase



Home



In Proximity to Store



Purchase



On-The-Go

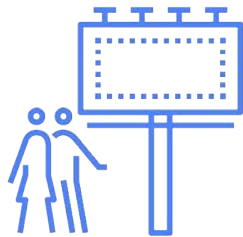


In-Store



Measurable results for every objective

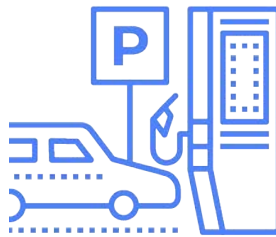
- Brand awareness • Foot traffic • Reminder messaging • Consideration • Incremental sales



ON-THE-GO

+11%

lift of in-store visitations



IN PROXIMITY TO STORE

+51%

incremental ROAS vs.
industry average

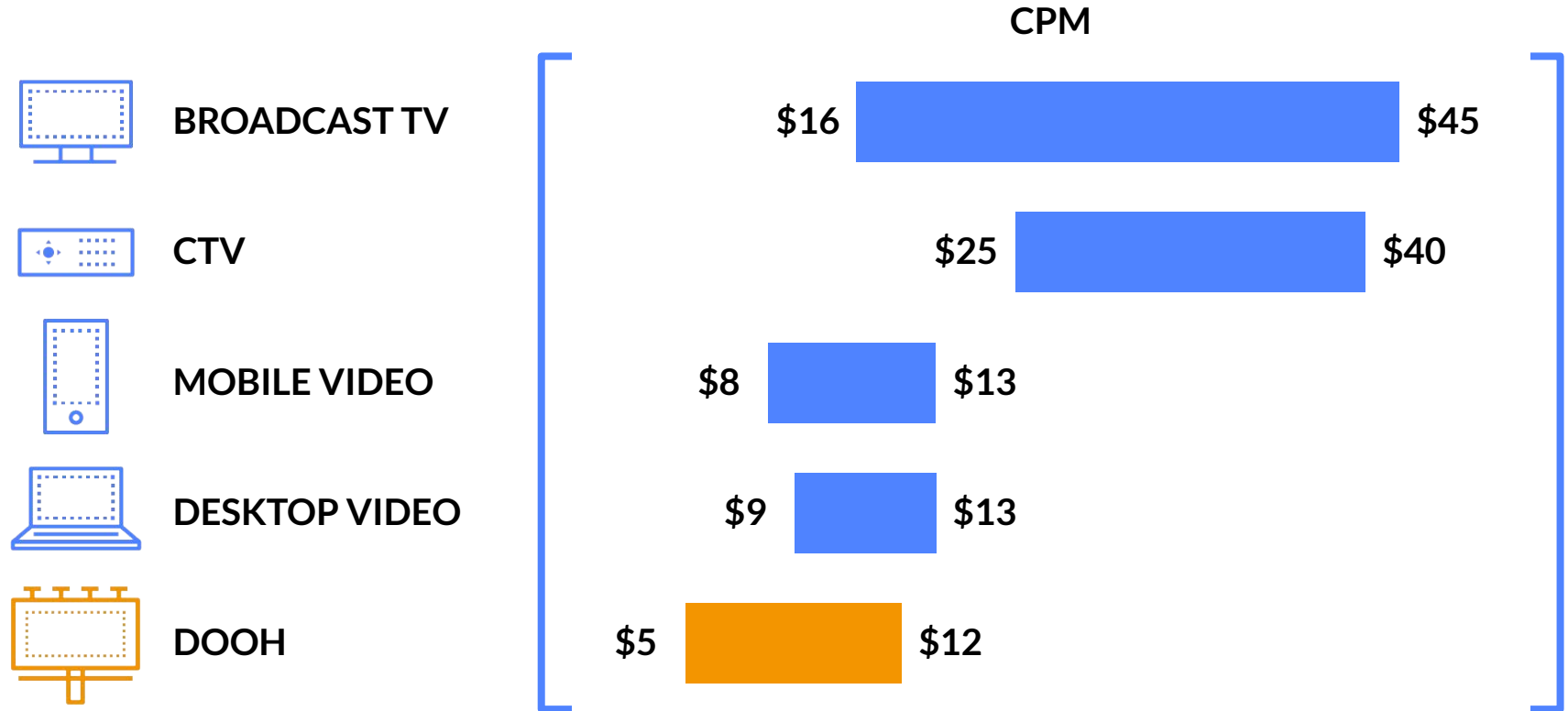


IN-STORE

+22%

in-store sales lift

Take advantage of high impact media at a lower avg. CPM



Leading retailers with online retail media networks and DOOH in physical stores

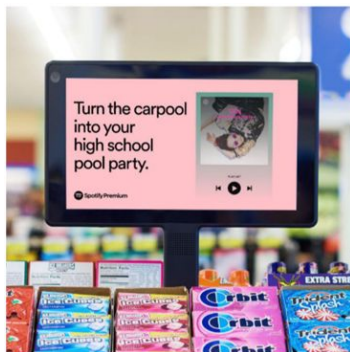


*Sample set of retailers accessible via Place Exchange

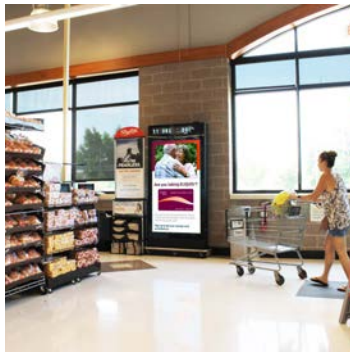


352,000+ screens, 45+ billion monthly impressions across a broad array of retail media environments

GROCERY



BIG BOX



PHARMACY



C-STORE



MALL



SHOPPING DISTRICT



AIRPORT



TRANSIT HUB



GAS STATION



Access the Place Exchange programmatic OOH retail media network through leading DSPs



Unmatched scale of premium retail media inventory, including exclusive supply

Seamless DSP campaign execution, unified across retail media inventory

Impression-based budgeting and pacing

Display, video, and audio formats

Support for guaranteed & non-guaranteed deals, and open auction buying

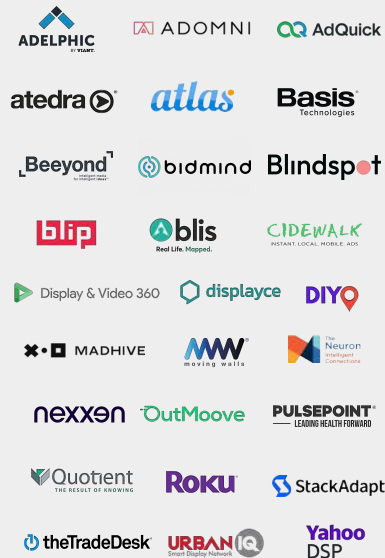
Support for 3p ad server tracking

Reach & Frequency measurement for pre/mid/post campaign use cases

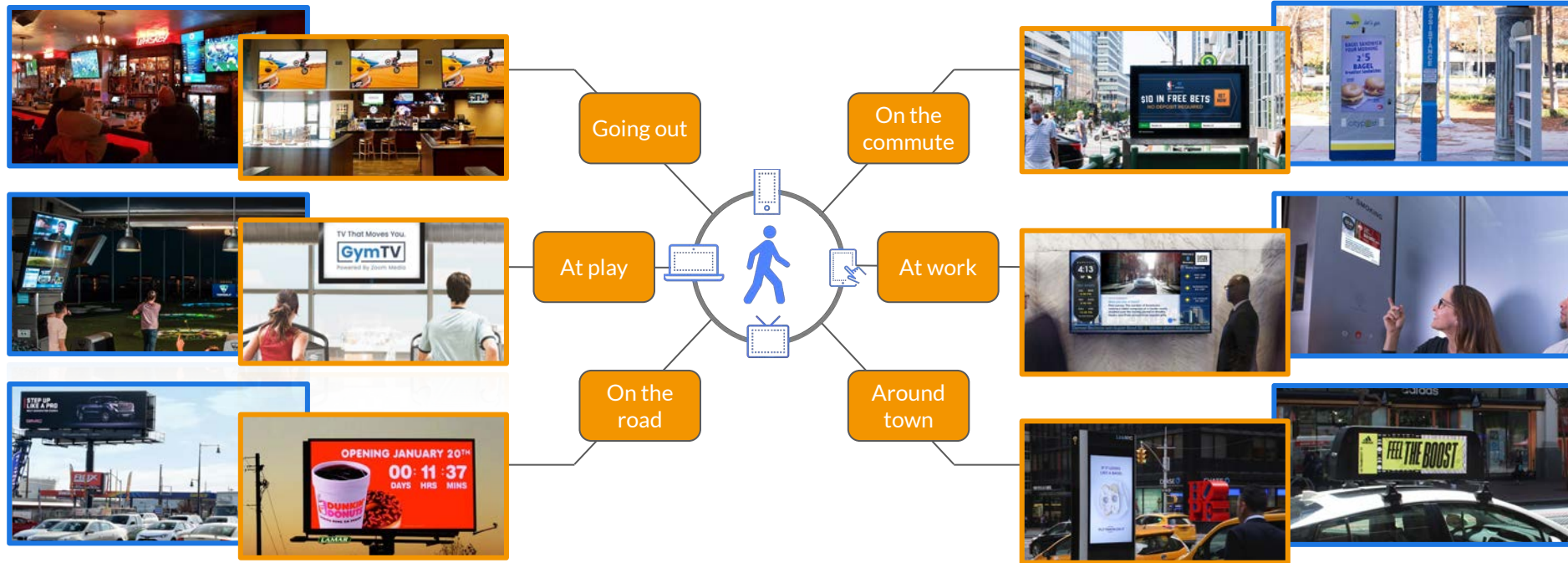
Mobile device ID capture to power analytics, attribution, and retargeting

No hidden fees, markups, or arbitrage

Independent & agnostic, with no competing DSP business and not beholden to any publisher



Place Exchange also offers the ability to reinforce retail media messaging throughout consumers' real-world journeys



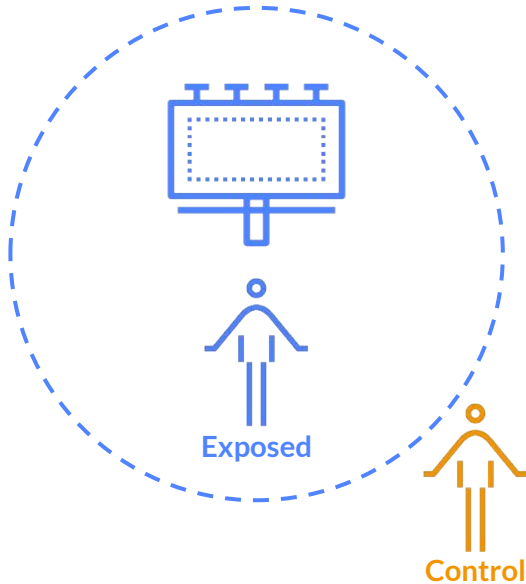
Place Exchange offers an unsurpassed array of premium Out-of-Home media, with over a million screens spanning every major publisher, format, and venue.



The ability to drive and measure outcomes

1. IDENTIFY EXPOSURE

Exposure Radius



2. TRACK OUTCOMES



Brand Lift



Footfall Lift



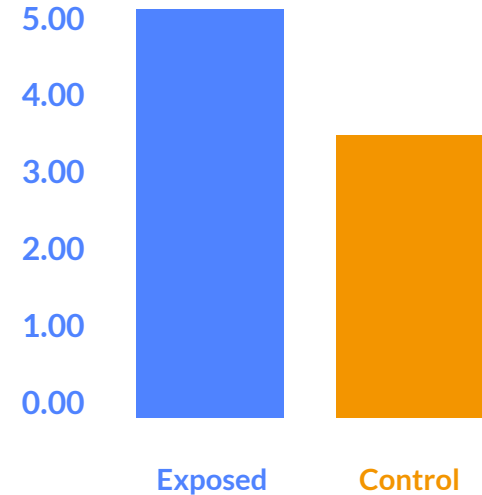
Sales Lift



Return On Ad Spend

3. MEASURE LIFT

Performance Rate





PerView Reach & Frequency Measurement

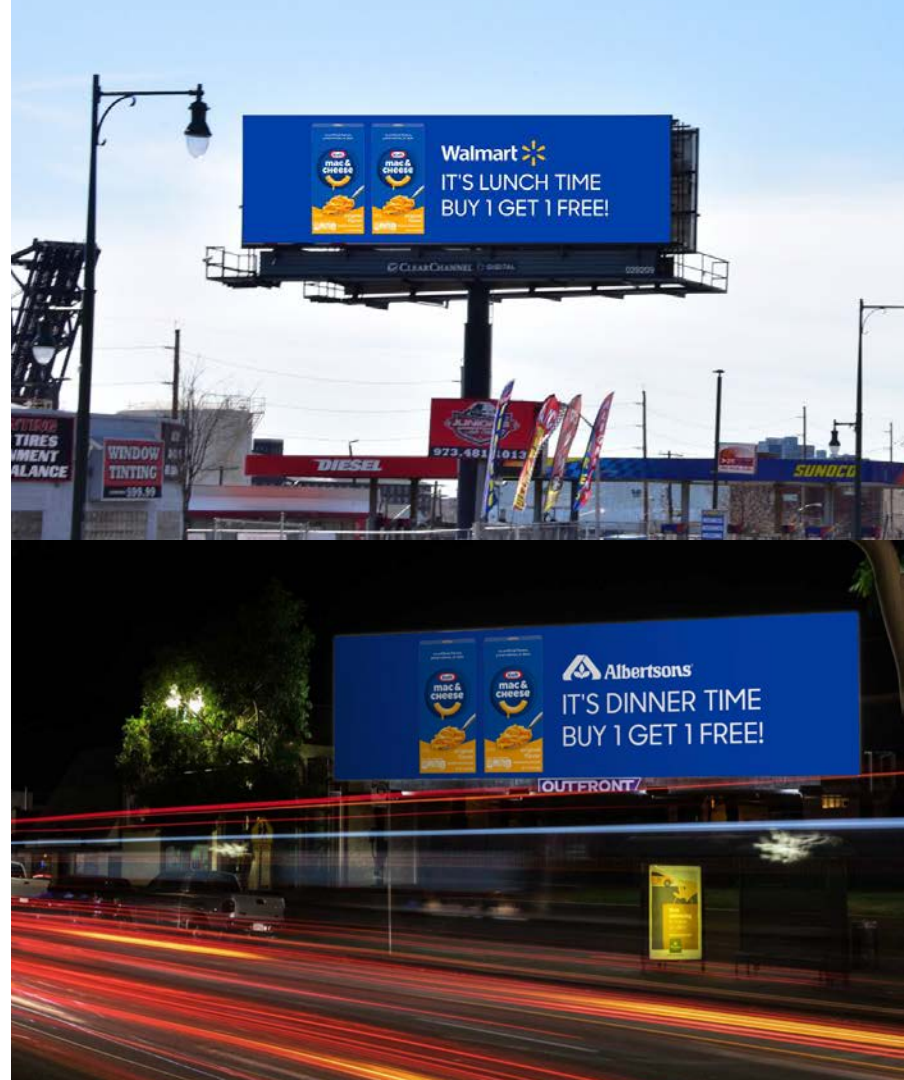
Place Exchange's proprietary PerView solutions offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving
- Aggregate population and segment-specific reach, frequency, and impression measurement
- National and city-level reach, frequency, and impression measurement
- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases

Place Exchange's Dynamic Creative Solution

Customize your digital out-of-home (DOOH) creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types
- Activate dynamic creative for DOOH through your preferred DSP



DOOH retail media brings powerful and unique advantages

DOOH retail media enables advertisers and retailers to take shopper marketing into the real world



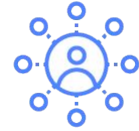
Reach consumers during the buying decision process and at the point of sale where over 85% of sales occur



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 incorporate 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.)



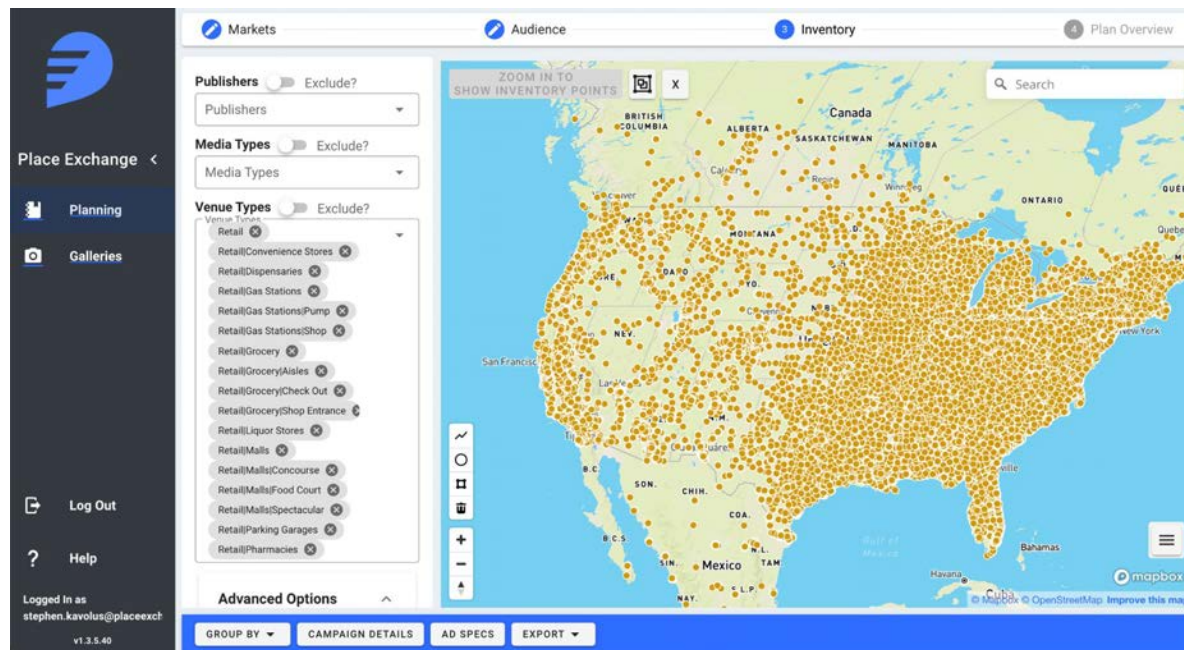
Measure the incremental closed-loop impact of in-store marketing



Activate significant additional advertising revenues for retailers

How to work with us

- Identify retail opportunity
- Email us at sales@placeexchange.com with available campaign parameters:
 - Objectives/KPIs
 - Budget
 - Flight dates/length
 - Inventory preferences
 - Display or Video creative type
 - Proposal deadline



Unlock the real power of OOH.

sales@placeexchange.com

