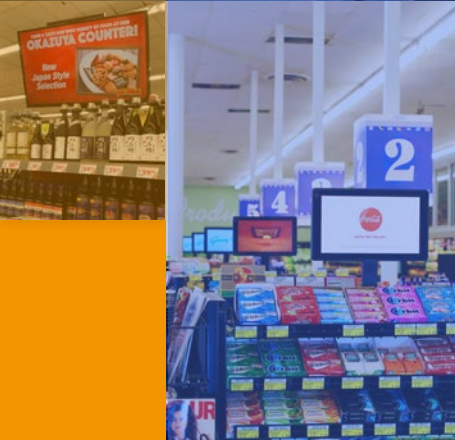




# Unlock the Power of DOOH Retail Media



# 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

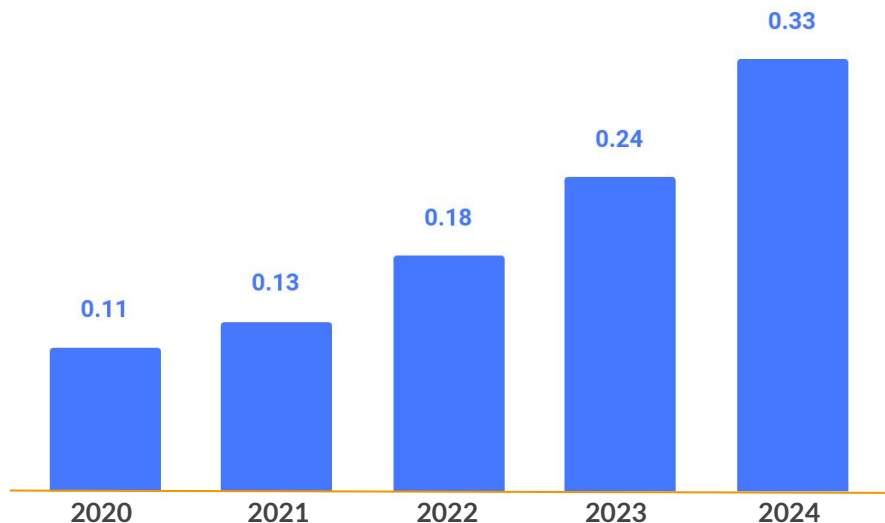
**62%**

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



**\$145.5** projected spending on retail media globally in 2025  
billion

**88%** Increase in US retail media ad spending from 2024 to 2028

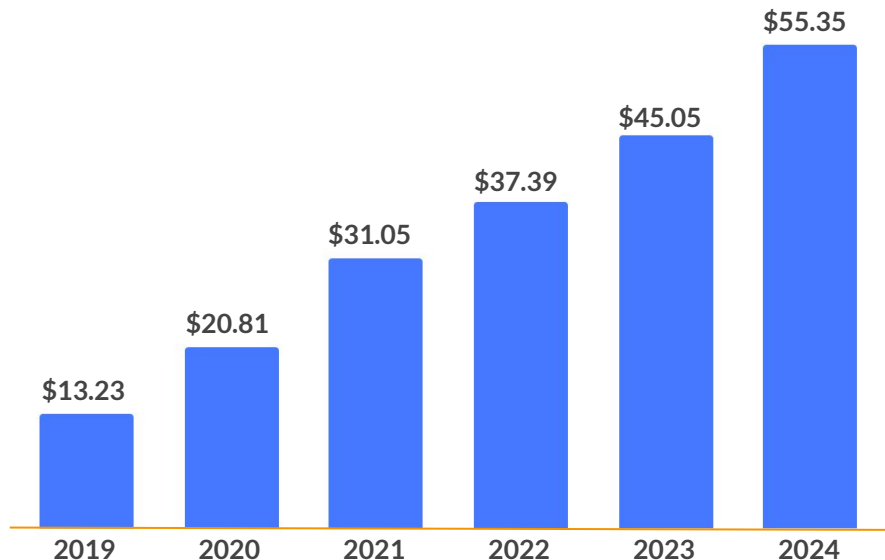
**68%** increase in number of DOOH screens at retail locations YoY

Sources: Insider Intelligence, Emarketer, Statista, IAB, Place Exchange



# 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

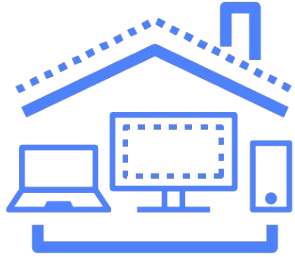


New trends like buy online and pickup in-store, buy online and return in-store are linking digital and in-store shopping



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



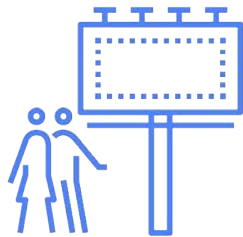
In-Store





# Measurable results for every objective

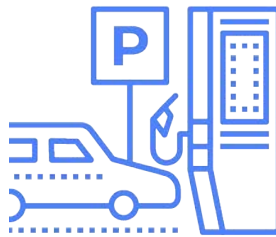
- Brand awareness • Foot traffic • Reminder messaging • Consideration • Incremental sales



ON-THE-GO

**+11%**

lift of in-store visitations



IN PROXIMITY TO STORE

**+51%**

incremental ROAS vs.  
industry average

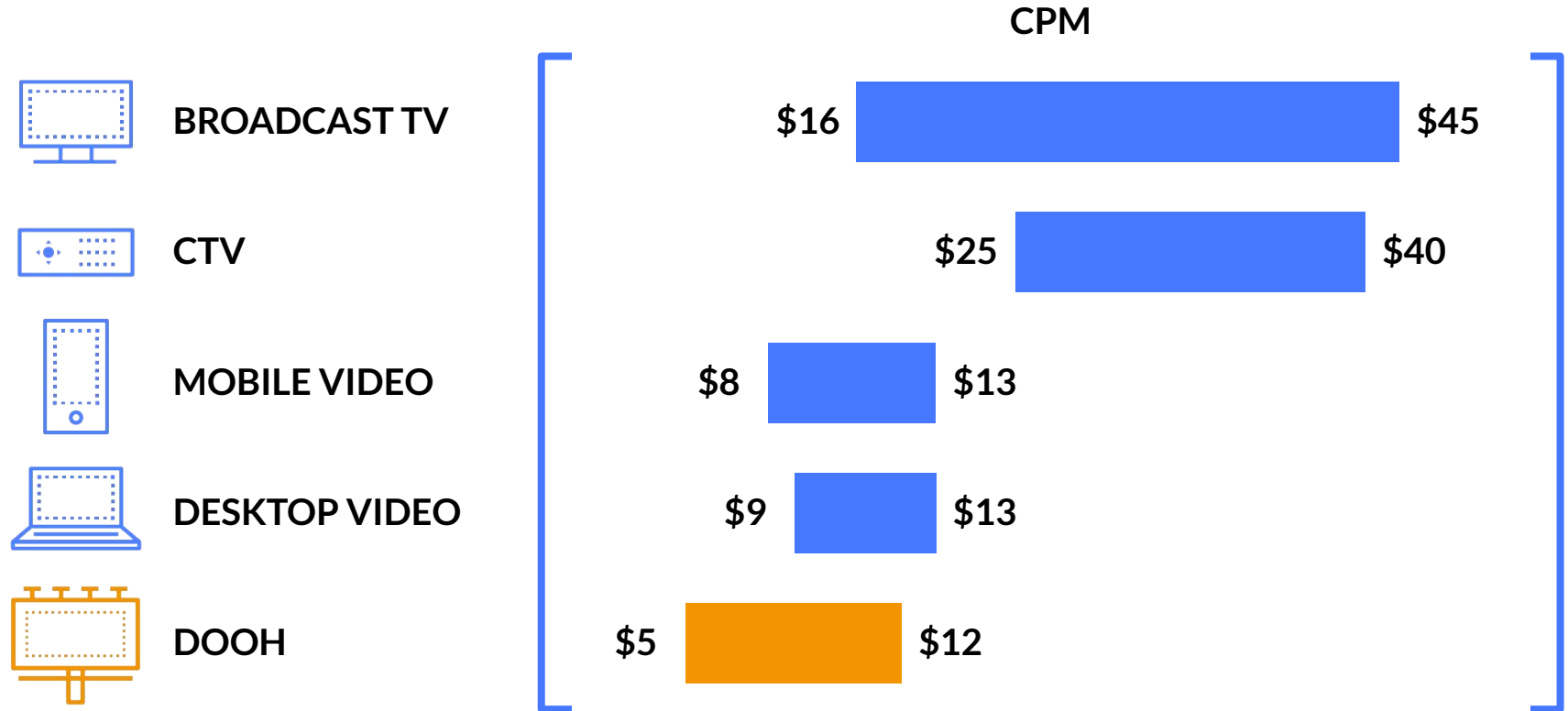


IN-STORE

**+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

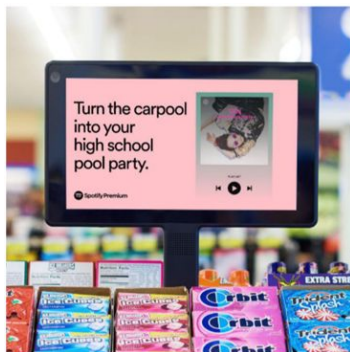


\*Sample set of retailers accessible via Place Exchange

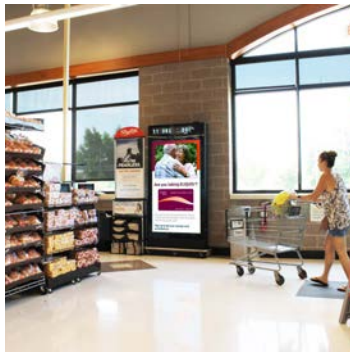


457,000+ screens, 79+ billion monthly impressions across a broad array of retail media environments

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

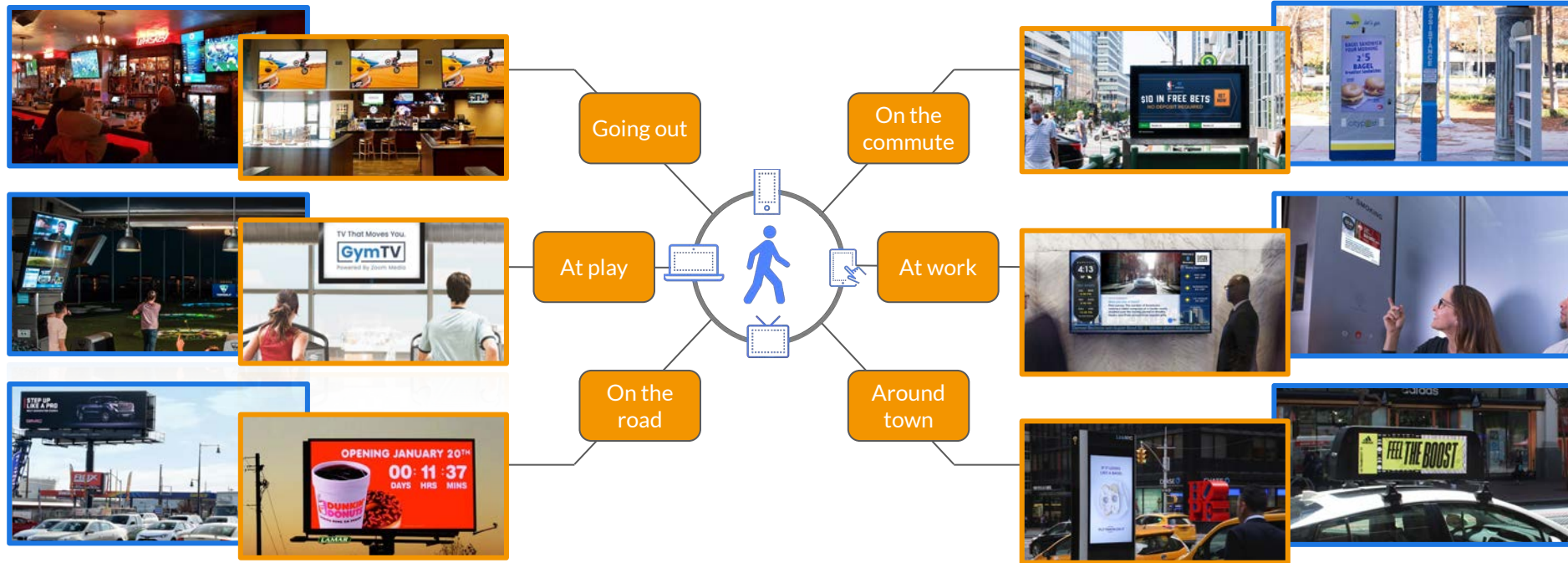
**Mobile device ID capture** to power analytics, attribution, and retargeting

**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.

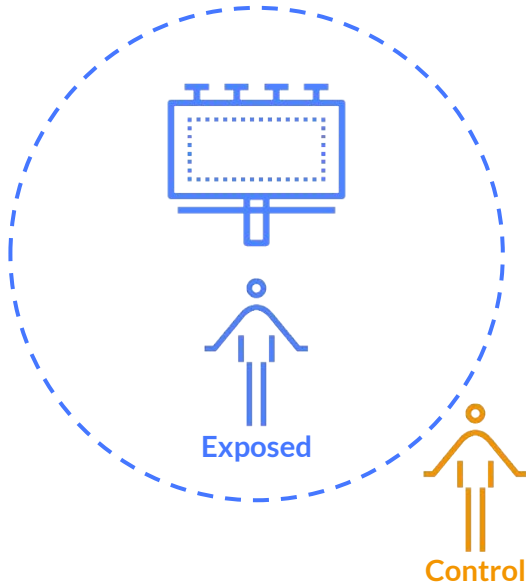




# The ability to drive and measure outcomes

## 1. IDENTIFY EXPOSURE

Exposure Radius



## 2. TRACK OUTCOMES



Brand Lift



Footfall Lift



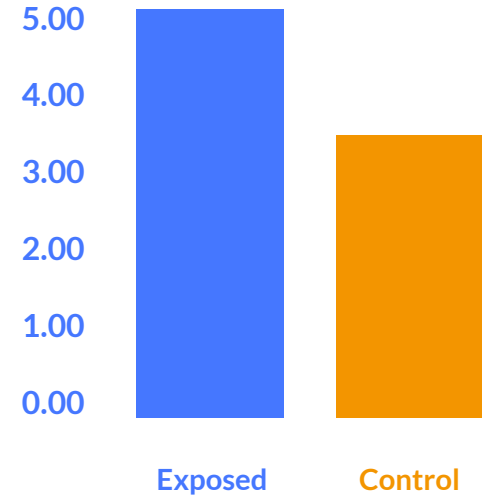
Sales Lift



Return On Ad Spend

## 3. MEASURE LIFT

Performance Rate





# PerView Reach & Frequency Measurement

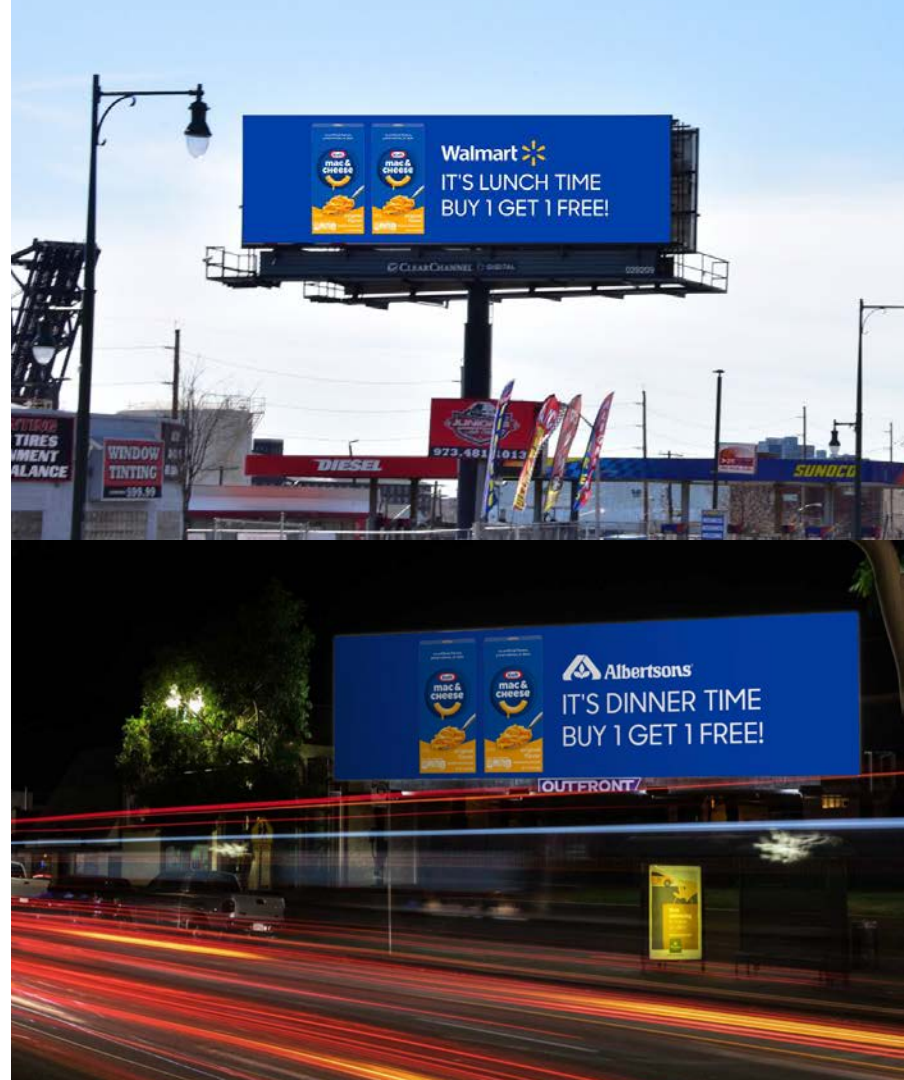
Place Exchange's proprietary PerView solutions offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- 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



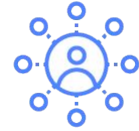
Reach consumers during the buying decision process and at the point of sale where over 85% of sales occur



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.)



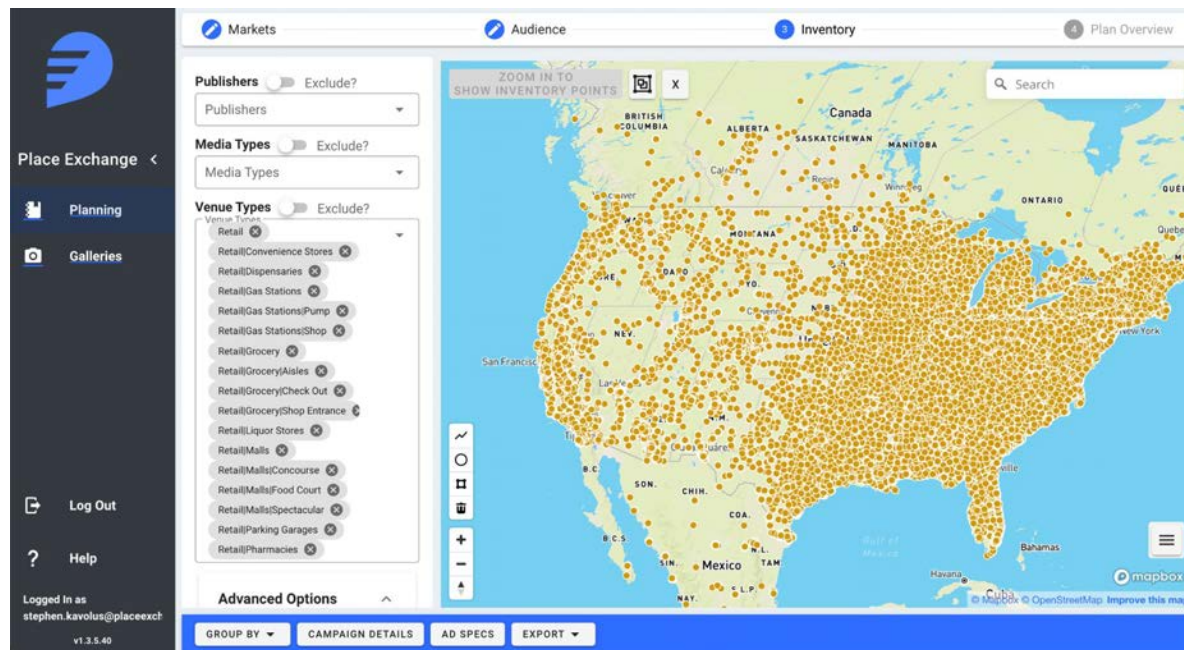
Measure the incremental closed-loop impact of in-store marketing



Activate significant additional advertising revenues for retailers

# How to work with us

- Identify retail opportunity
- Email us at [sales@placeexchange.com](mailto: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](mailto:sales@placeexchange.com)

