



Unlock the Power of Programmatic OOH for Telecommunications



Agenda

1. Why Programmatic OOH
2. Place Exchange Media Offering
3. Creative Capabilities
4. Measurement
5. Appendix: Case Studies



Telco objectives and goals

- Mass reach at cost-effective CPMs - drive brand awareness, launch a new product, and promote seasonal offerings
- Target audiences with specific demographics and interests
- Deliver memorable, high-impact creative
- Ability to message to audiences with customized real-time content and promotions
- Drive foot traffic to retailer locations and other bottom of the funnel activities
- Activate an omnichannel strategy



Why Programmatic OOH for Telco advertisers

- **Massive reach at cost-effective CPMs** - compared to more expensive linear TV, CTV, and other digital channels
- **Strategic audience targeting** - leverage first- and third-party data
- **High-impact life-size digital screens** in meaningful physical environments
- **Dynamic creative capabilities** to increase relevance and engagement
- **Advanced measurement** - ability to measure desired outcomes
- **Omnichannel approach** - unify DOOH messaging with marketing efforts in other channels
- **DOOH is just another digital screen** - but fraud free, 100% viewable, non-skippable

Examples of Telco advertisers in the top 100 OOH spenders in the US (Source: OAAA)





Increase brand quality, trust, & consumer engagement with OOH

106%

increase in perception of brand quality for advertisers that dedicated 15% or more of their ad budget to OOH

85%

of OOH viewers find the ads useful

58%

of consumers trust messaging in OOH ads, higher than for *any* other channel

46%

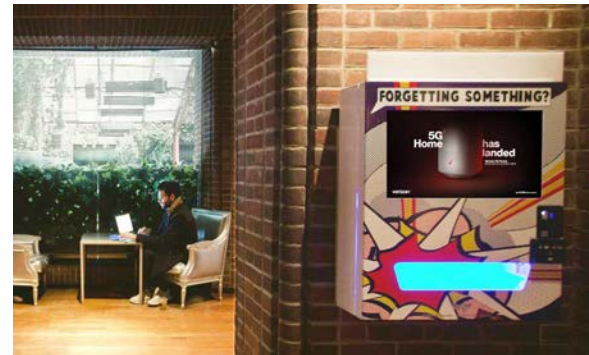
of adults have performed an internet search after seeing an OOH ad

4x

more online activity per OOH ad dollar spent than TV, radio and print

Access a variety of consumer contexts

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.



Activate the full-funnel impact of DOOH

Top of the funnel

Brand awareness, Brand affinity

Middle of the funnel

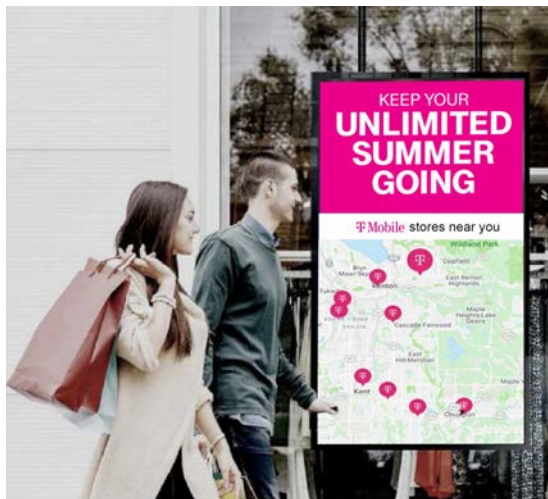
Purchase intent

Bottom of the funnel

QR Scans, Purchases, Foot traffic



REACH



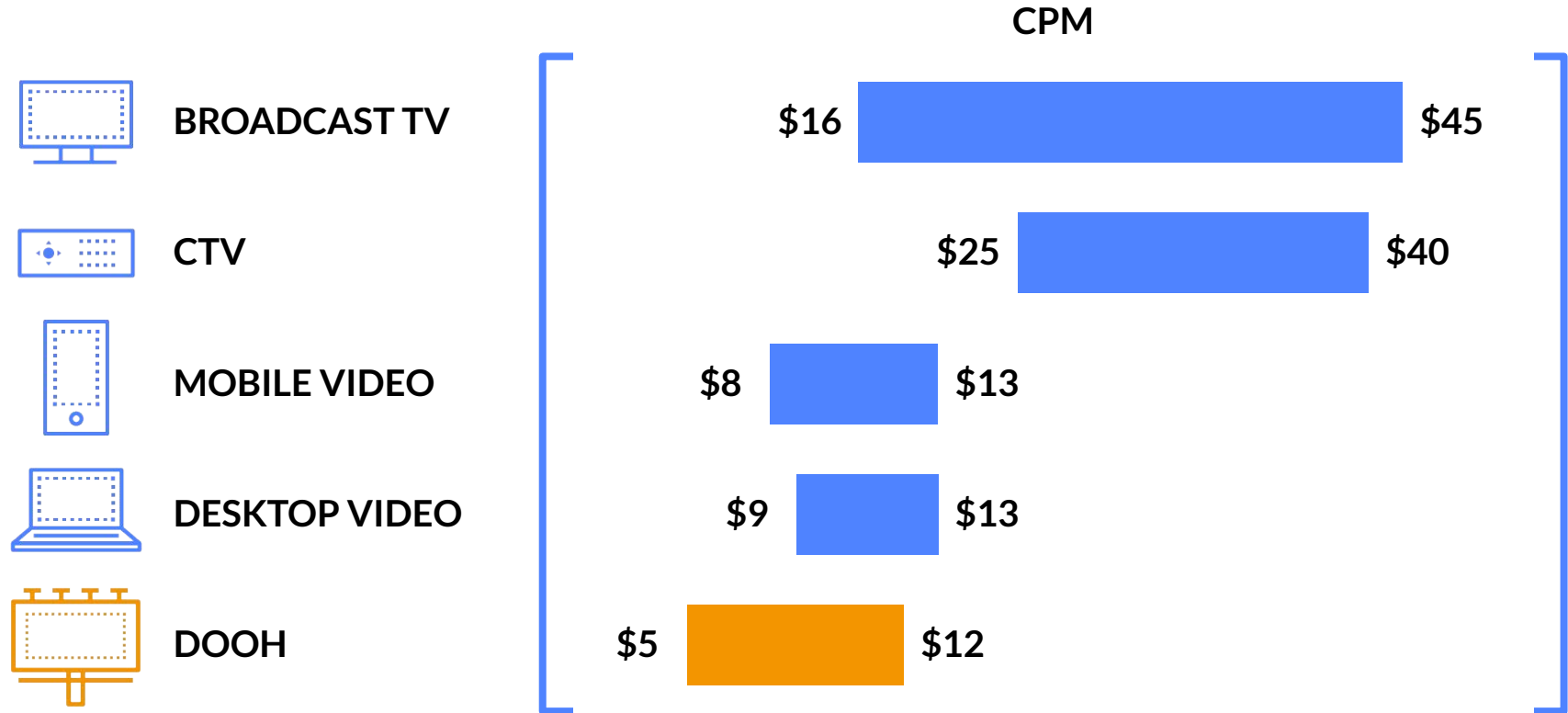
ACT



CONVERT



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



Extend reach at cost-effective CPMs

Access the same audiences using DOOH complementing linear TV with more cost-effective CPMs.



\$7.17 DOOH CPM

DOOH CPM is **85% less** than linear TV CPM

\$48.04 Linear TV CPM

Source: Place Exchange H1 2023 Programmatic Trends Report,
MediaPost 2023





Amplify online ads with DOOH

86%

increase in interaction and buyer participation when a CTA is seen across both OOH and paid social ads¹

87%

of consumers were more likely to notice a brand on social media if they were exposed to a DOOH ad²

46%

of adults have performed an internet search after seeing an OOH ad³

48%

of consumers click on a mobile ad after being exposed to an OOH ad⁴

Sources:¹OnDevice Research,²Neuro-Insight,³Peter J. Solomon Study/Wall Street,⁴OAAA & MRI|Simmons

Place Exchange Media Offering





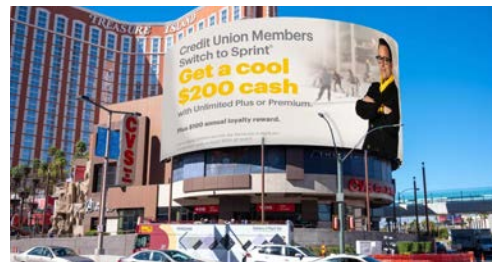
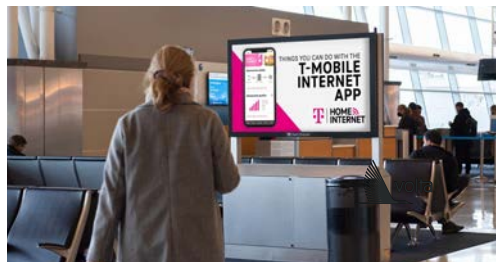
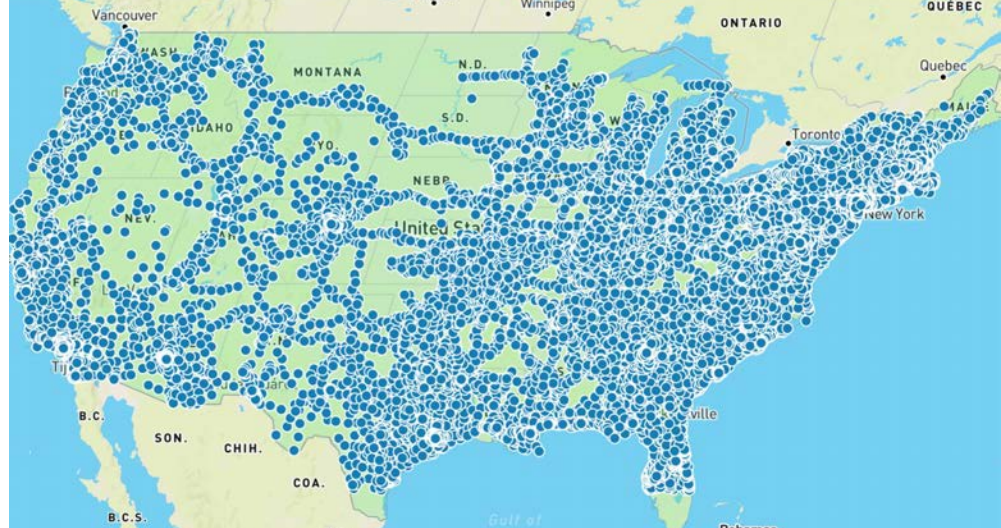
**Place Exchange is the only
independent and agnostic
programmmatic OOH SSP built for
an open ecosystem**

Vast coverage of all major
OOH formats and venues

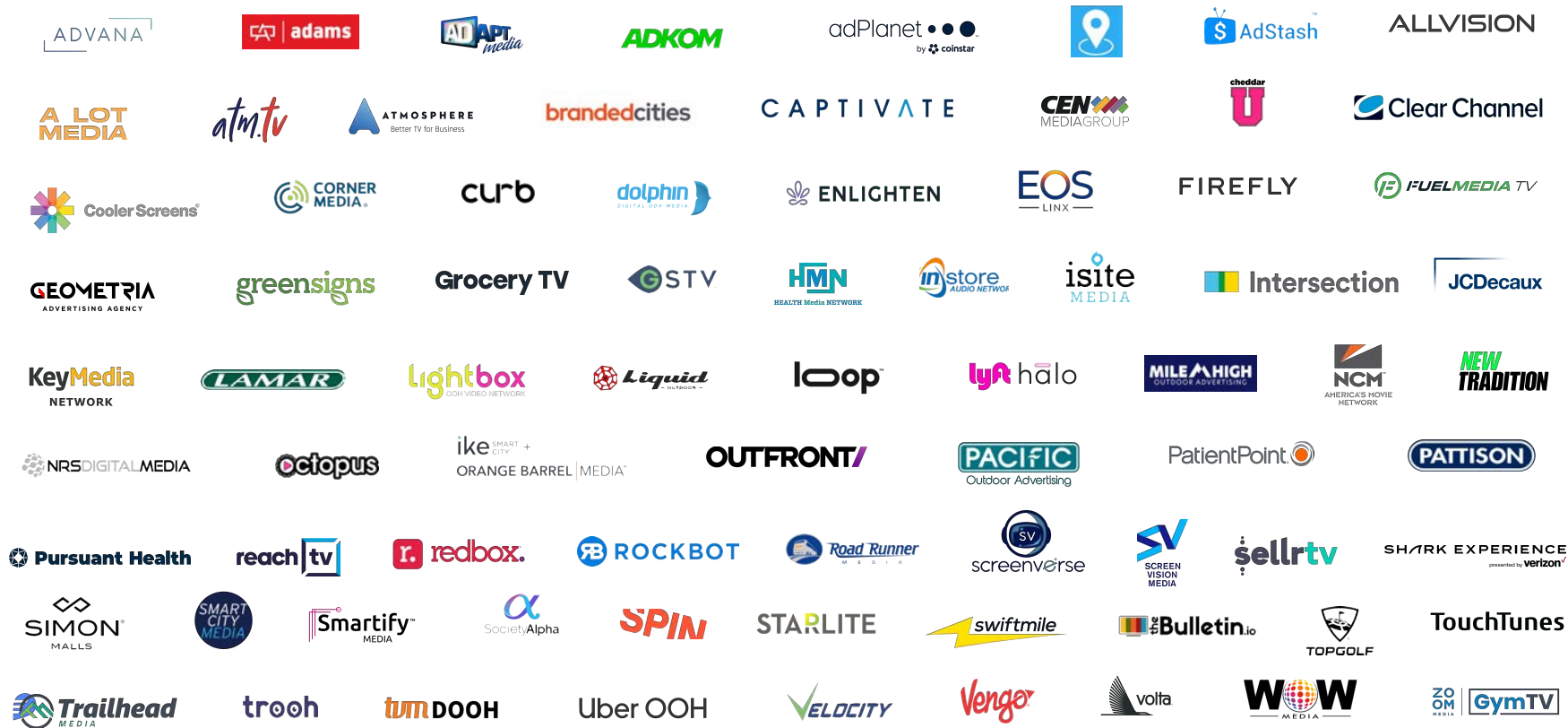
USA

100 billion impressions

870 thousand screens



Place Exchange is directly integrated with all the leading premium OOH publishers across North America



Ensure quality in the DOOH ecosystem with Place Exchange Clear



Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's inventory standards. All inventory is regularly reviewed for compliance.

Consistency

PX standardizes inventory attributes so buyers can transact across diverse DOOH formats. PX ensures consistency of impression counts by vetting each publisher's impression counting methodology, partners, and data sources.

Transparency

PX passes each publisher's media exactly as the publisher presents it with all associated data and no aggregation or bundling for full media transparency to buyers. PX provides proof-of-play validation. There are no hidden fees and no arbitrage.

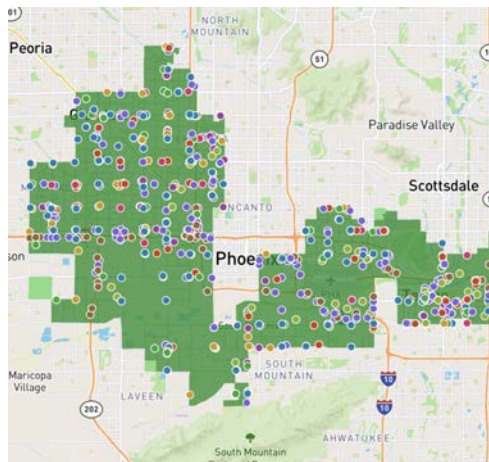
Compliance

PX prioritizes privacy compliance in all jurisdictions in which it operates. PX is verified by TAG and a member of the NAI. PX requires its publisher partners to certify that they have the legal right to sell and display inventory on their assets.

Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.



Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.



Location

PX enables location targeting at any level of granularity, from distinct points of care, to custom geofences, zips, or DMAs.



Audience Targeting Example: Movers & Switchers

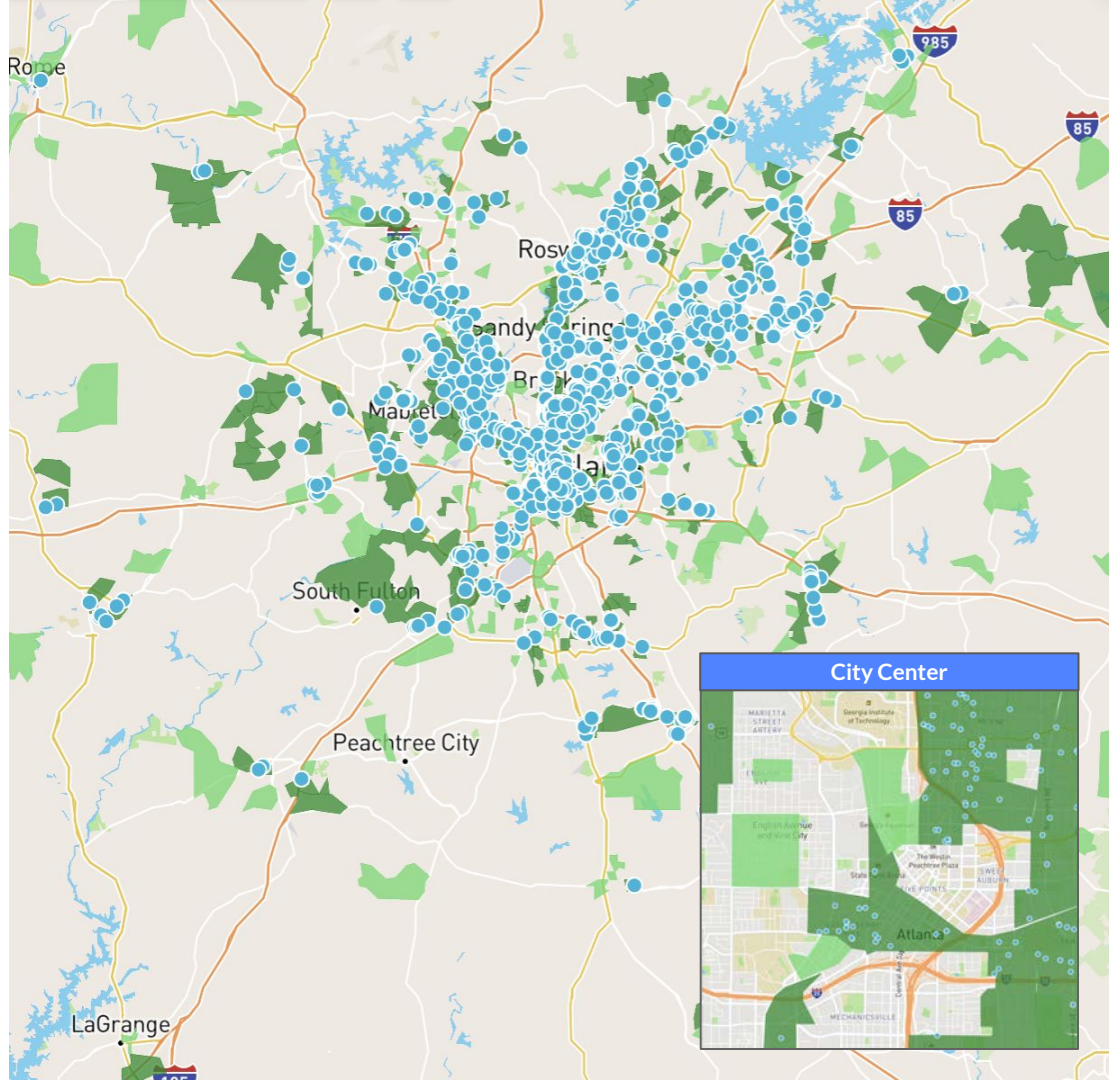
DOOH inventory in and around areas of Atlanta that indexes high against **residents A25-54** that showcase interest in moving homes or switching internet providers.

Legend

DOOH Inventory



Over-Indexing



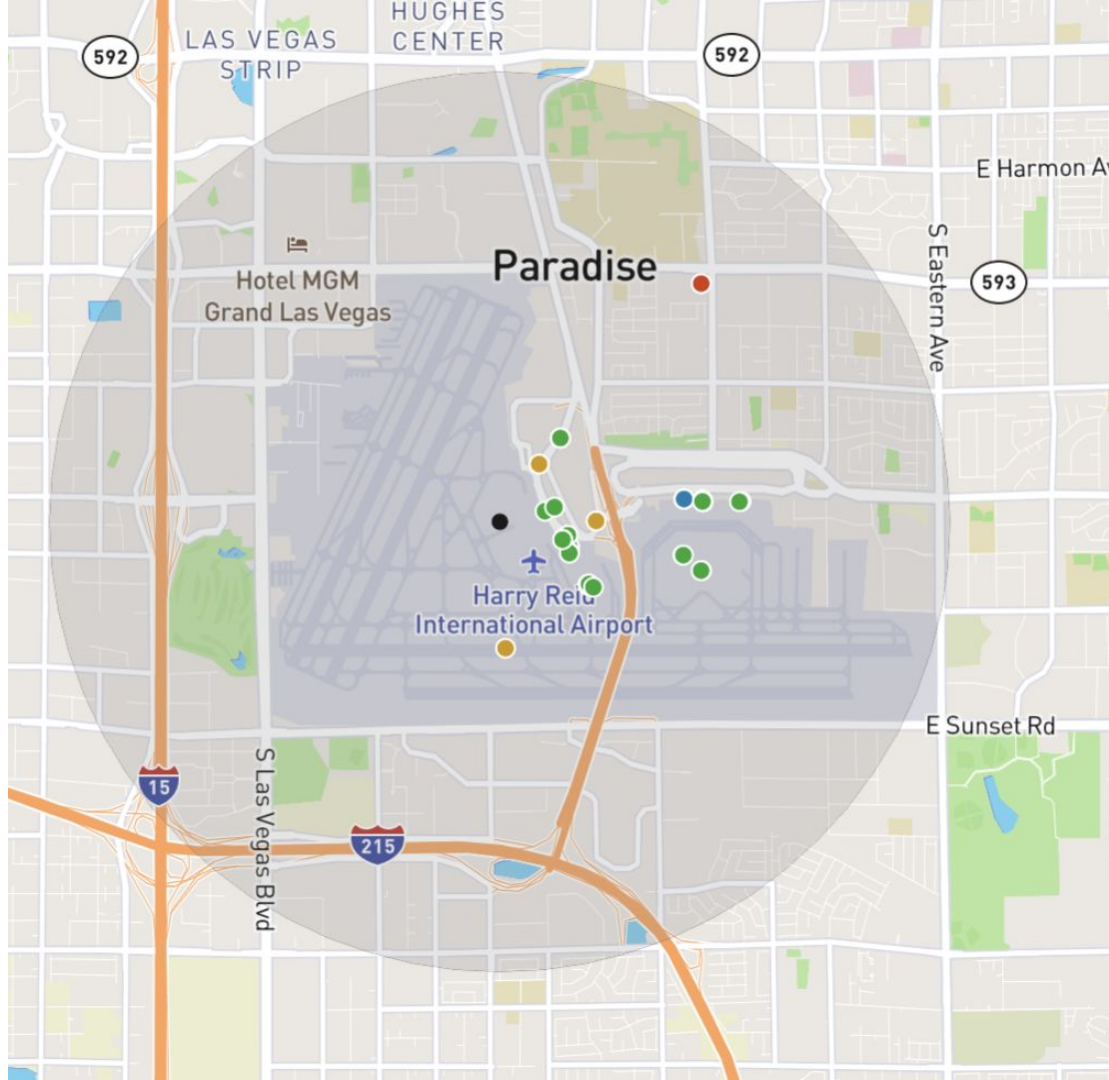
Location Targeting Example:

Las Vegas - Harry Reid Intl. Airport

DOOH media located within a 1-mile
radius of a **Harry Reid International
Airport** in Las Vegas, NV

Publishers

Publisher 1	●
Publisher 2	●
Publisher 3	●
Publisher 4	●
Airport	●



Physical Context Targeting Example: Conferences

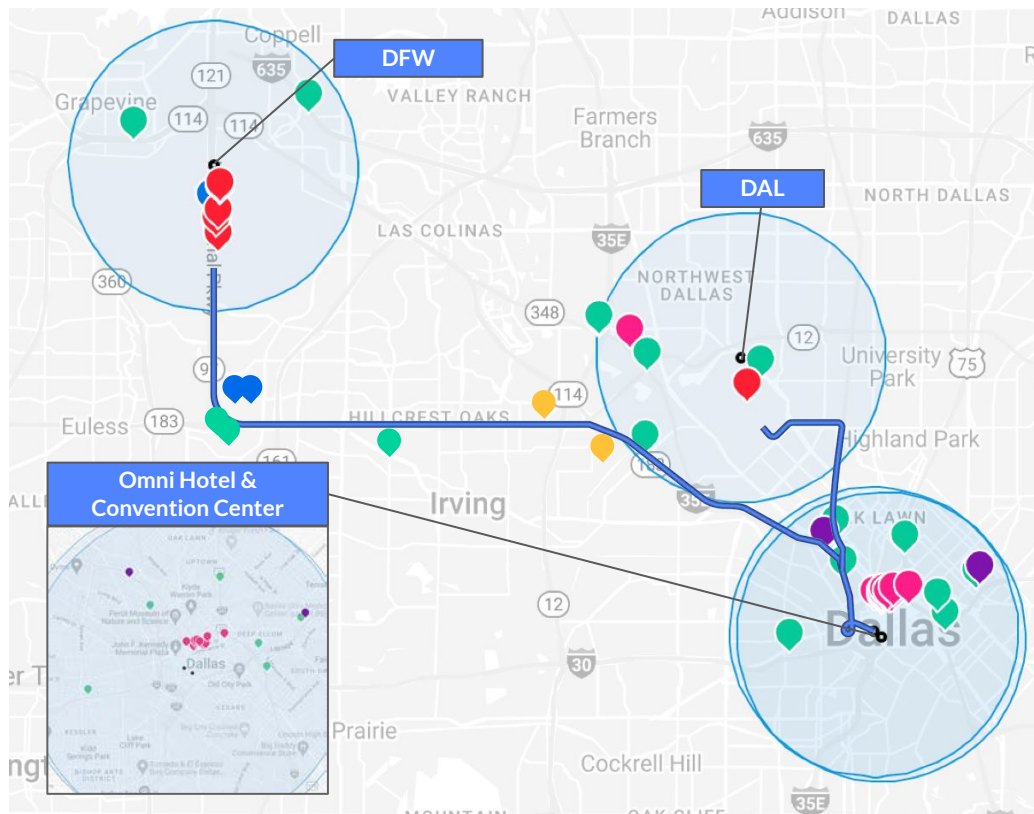
Reach conference attendees at the convention center, hotels, airports, and along the main routes between these points of interest.

POI Example: DFW (Dallas Fort Worth) Airport | DAL (Dallas Love Field) Airport | Kay Bailey Hutchison Convention Center Dallas | Omni Hotel (primary conference hotel)

- Total Screens: **75**
- Impressions (4-days): **12M**

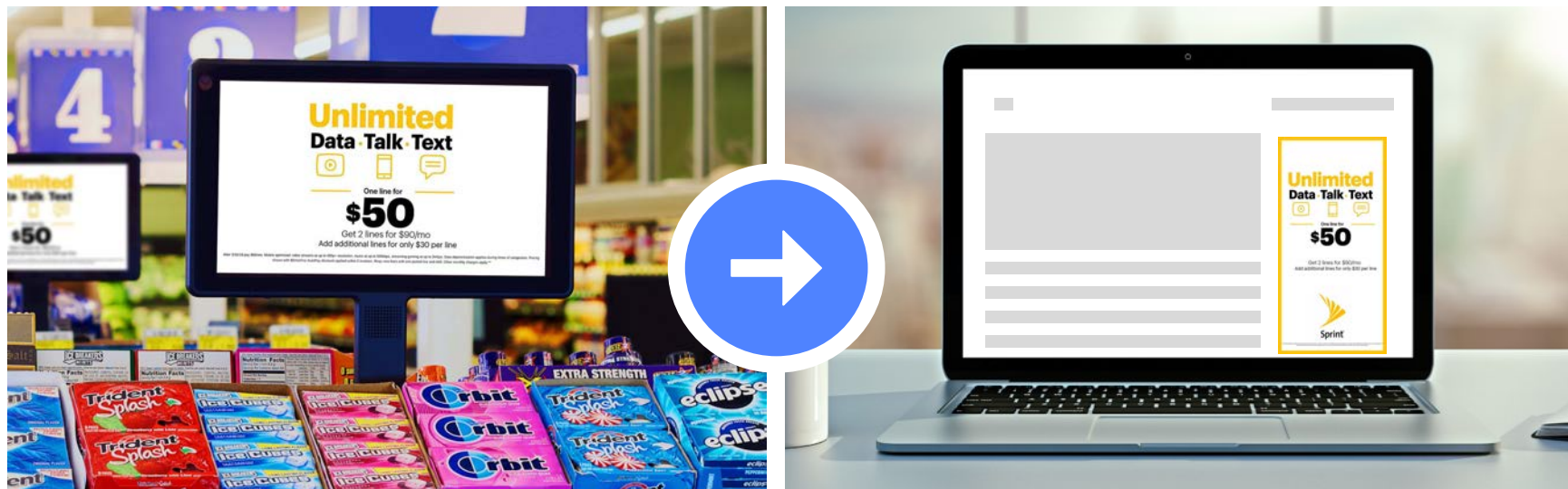
Publisher Screens

OUTFRONT	
Intersection Air	
Clear Channel Outdoor	
ReachTV	
Lamar	
Points of interest	



Map showing sample inventory within 5-miles of all points of interest

Drive engagement by retargeting exposed Device IDs across screens



- Retarget exposed DOOH consumers across other programmatic channels
- Cross-screen creative sequential messaging
- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks



Creative Capabilities & Ad Formats



Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is 2.5 times more impactful than static display content.

Repurpose existing TV assets at a more efficient CPM in OOH.

Creative guidelines:

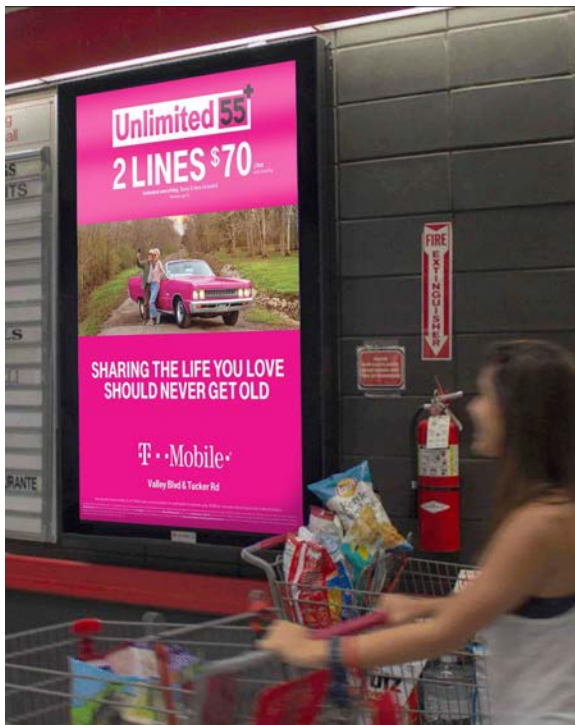
- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts



Support for standardized and custom creative executions

While there are thousands of native sizes in OOH, Place Exchange can help streamline and auto-scale them to a few standard sizes for your campaign.

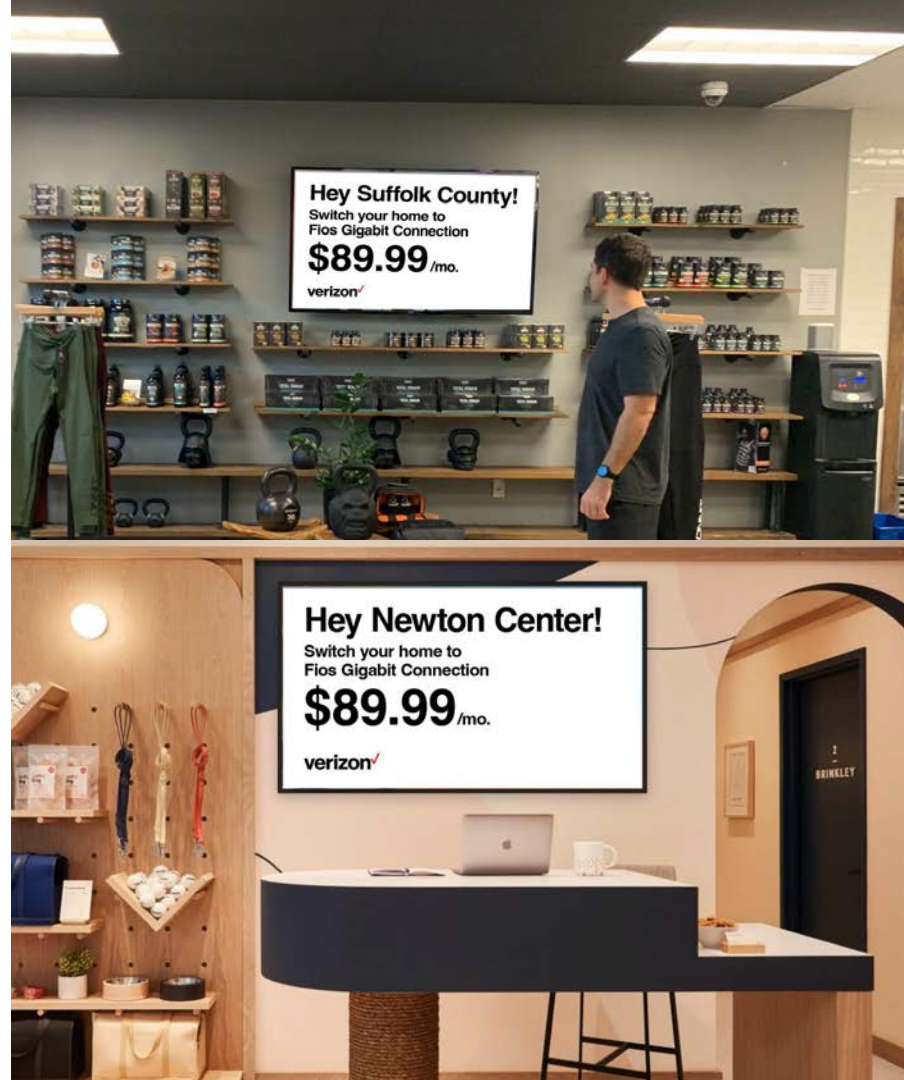
- Video & display support of standardized sizes or custom creative assets
- Support from PX Creative Solutions to build or resize assets



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



Call to Action

Supported Call to Actions (CTA) include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.

Measurement benefit: Adding a CTA to your OOH creatives can enable you to directly track “click-through” response

Creative benefit: Adding a CTA that links to more information can create a more engaging and less cluttered creative



Measurement & Innovation in DOOH



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.



Easily integrate DOOH to existing Measurable Solutions

Brand Lift

LUCID 

 **mfour**

Foot Traffic

IN  MARKET


FOURSQUARE

Offline Sales

 Circana.

 | NCSolutions

Online Conversions

 REVEAL MOBILE™



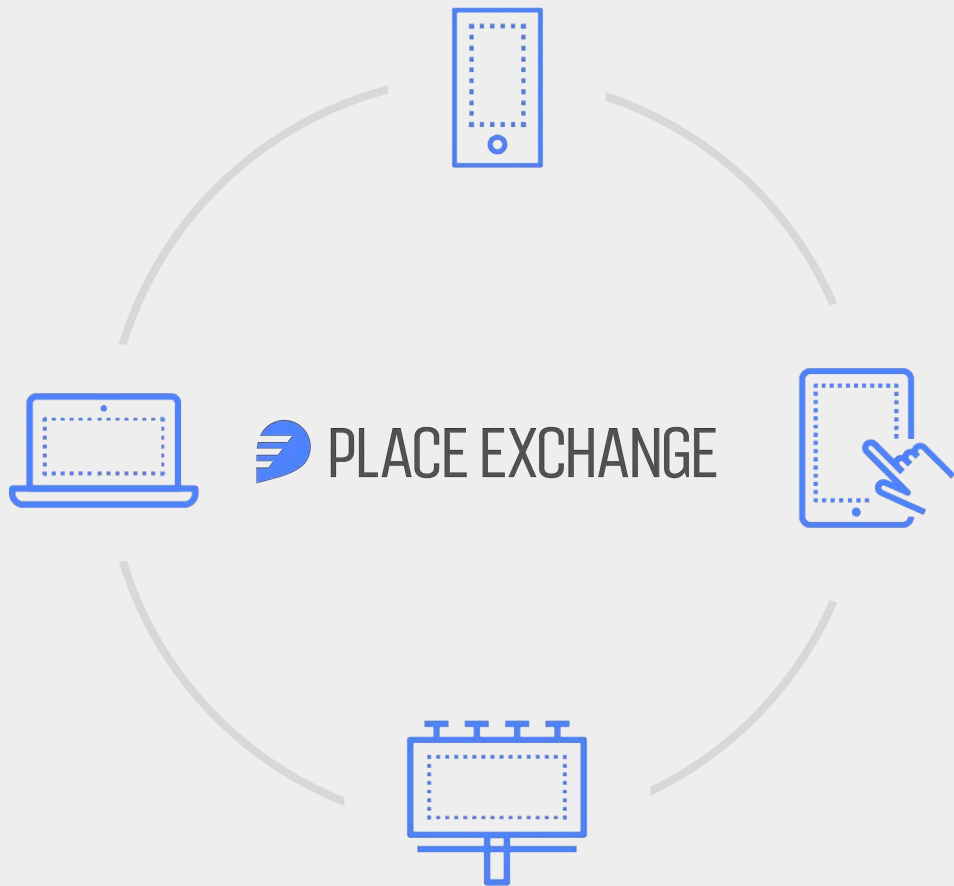
PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the [OAAA OOH Impression Measurement Guidelines](#), 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 DMA-level reach, frequency, and impression measurement
- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases

Powered by an omnichannel vision, our differentiators set us apart

- **Premium supply** in real-world physical contexts at cost-effective price points
- **Single source** for all DOOH media with massive scale
- **Creative simplicity**
- **Full-funnel** applications
- **Strategic targeting** with precision
- **Flexibility and control** over media owner, location, days, times
- **Advanced measurement** capabilities



Unlock the real power of OOH

sales@placeexchange.com



Appendix



Place Exchange identifies business decision makers in target markets and delivers B2B messaging for Comcast



Comcast tasked Place Exchange to target business professionals across 8 markets to increase brand awareness, consideration, and favorability for Comcast Business Mobile.

Campaign Overview:

- **Markets**
Baltimore, MD | Boston, MA | Hartford & Newhaven, CT | Philadelphia, PA | Pittsburgh, PA | Richmond, VA | Washington DC
- **Audience**
Business professionals and business owners
- **Publishers**

Solution:

Place Exchange reached business decision makers across the 8 target business-centric markets by strategically placing eye-catching creative in high traffic areas, including at bus stops, train stops, and roadside, during peak commuting hours.



Clear Channel



Intersection



Contact sales@placeexchange.com to learn more

Campaign Results:

Over 42 days, Place Exchange programmatically delivered 909 million impressions across 792 screens to Comcast's target audience. The seamless execution and successful delivery of the campaign resulted in increased awareness, consideration, and favorability.



Impact Study Results

COMCAST
BUSINESS

LUCID 



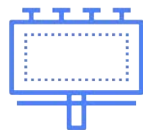
4.9%

increase in brand consideration



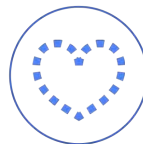
3.1%

increase in ad recall



6.1%

increase in message awareness



1.2%

increase in brand favorability