



Spread Holiday Cheer With DOOH

As the 2025 holiday season approaches, retail holiday sales in the European Union are expected to eclipse 2024's record €230 billion¹. Advertisers are turning to DOOH advertising to engage consumers in the physical world before and during popular shopping periods. Place Exchange unlocks the power of this channel with unparalleled scale spanning all venues and formats, advanced audience targeting, innovative creative solutions, and measurement across the entire marketing funnel.

Alight Media - UK



London Lites - UK



£88
billion

spent by UK consumers on holiday gifts in 2024¹

€461
per family

budgeted for Christmas gifts across Spain, France, Italy and Germany in 2024¹

80%

of European consumers made a purchase during Black Friday in 2024¹

84%

of European retail sales take place in-store²

Source: ¹Statista, 2024, ²EDCB, 2024

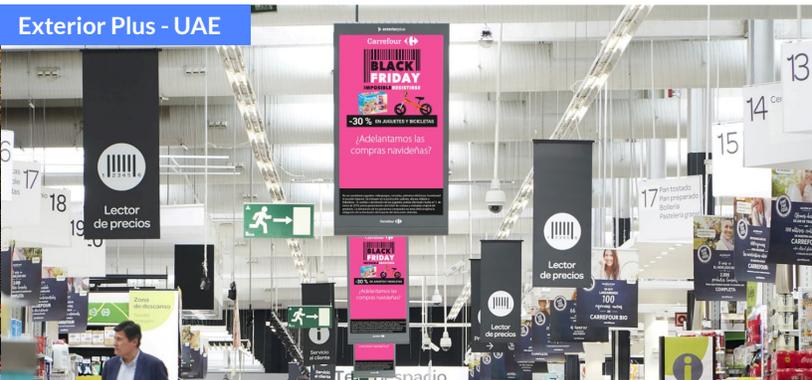
Reach holiday shoppers across the EMEA region with Place Exchange's Retail Media Network - with over 15,000 screens

- Storefront video/displays ads capturing attention at the point of entry
- Aisle and Endcap video/display ads at the point of consideration
- Checkout video/display ads at the point of purchase

Open Media - UK



Exterior Plus - UAE



Maximize impact with Dynamic Creative executions and QR codes

Bauer Media - Belgium



Bauer Media - Netherlands



Increase relevance and engagement with Dynamic Creative

Use dynamic creative to make your message relevant, using real-time triggers, dynamic data feeds, directions, countdowns, and more.

Drive sales and holiday promotions with QR Codes

Place QR codes on any eye-level screen, enabling customers to engage with your ad, receive special coupons, and more.