

Media Curation on Place Exchange

Place Exchange enables third parties, such as agencies, data providers, and media networks to curate DOOH inventory, leveraging their specialized OOH expertise, differentiated data, and other unique capabilities to meet the needs of buyers. Curation partners can package curated inventory into deals on Place Exchange, which can run on any integrated DSP – with no extra targeting, workflow, or billing required – enabling buyers, curation partners, and media owners to realize value through a single, seamless process.

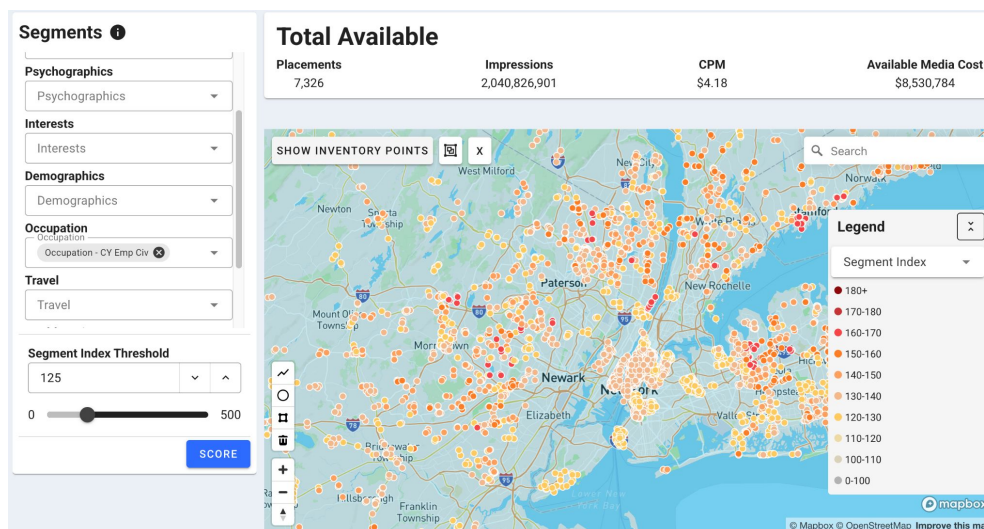


Key Benefits for Curation Partners

PX Advantage	Curator Value
Unmatched Supply Footprint	Select inventory from the largest footprint of premium DOOH supply worldwide with over 1.8 million programmatically-activated screens.
Rich Inventory Data	Leverage granular screen-level data including publisher, location, venue, size, and supported formats, as well as screen-level indexes against standard and 1st party audiences, to curate media that meets buyer needs. Data can be provided in raw format or made available via the Place Exchange Planning Tool (see below).
Automated Campaign Execution	Curated media can be easily published into private marketplace deals and made available to buyer seats on any of dozens of integrated DSP platforms.
Seamless Clearinghouse Services	Curation fees, set by curation partner as margin, markup, or CPM, are automatically incorporated into pricing and distributed to curation partners in accordance with standard payment flows.
In-Depth Reporting	Regular reporting on campaign-level impressions and spend, along with curation fees (see below).
Support and Troubleshooting	Place Exchange provides execution support and campaign troubleshooting for all curated deals.

The Place Exchange Planning Tool

- Curation partners may leverage the Place Exchange Planning Tool to build granular media plans with industry-leading targeting capabilities, including geos, venue types, POIs and more.
- Tap into Screen-Level Indexing (SLIs) to measure how each individual screen matches against thousands of demographic, behavioral, interest, and other segments. Place Exchange can also facilitate targeting against custom 1st party segments.
- Advanced features include interactive map-based visualization, photo galleries, dynamic plan summaries, and export of media plans, creative specs, and client presentations.



Sample map showing screens that index high for management professionals in the New York DMA

Curation Reporting

Standardized reporting dashboards are available for monitoring and evaluating the success of curated campaigns across various metrics. Reporting fields include:

- Date
- DSP
- Advertiser
- Campaign ID
- Deal ID (Token)
- Impressions
- Spend
- Curation Fee

Getting Started

To discuss how Place Exchange can empower your curation business and add value for your buyers, please reach out to sales@placeexchange.com.