

# DOOH Reach Extension

**Extend your media network into the physical world, offering your advertisers the ability to reach target audiences at scale and deliver desired outcomes at cost-effective prices**



Place Exchange amplifies digital campaigns by bringing them into real-world environments. Access all DOOH formats and venue types through a single platform, and target by audience, location, and physical context. Place Exchange enables strategies like geofencing and dayparting to reach consumers at the right place and time, and offerings like dynamic creative to increase relevance and engagement.

## Reach Extension Strategies

### DOOH Reach Extension

- Expand your digital campaigns across 1 million+ DOOH screens using a simplified set of creative sizes for seamless activation across all DOOH formats and venues. Pair DOOH with existing media touchpoints, unifying messaging throughout consumers' journeys between home, work, shopping, and entertainment.

### Linear/OLV/CTV Extension

- Seamlessly place your existing 15/30-second linear/OLV/CTV assets on TV screens at bars and restaurants, gyms, retail locations, hotel rooms, airports, and more to reach consumers at scale.

## Place Exchange Offerings

### 1st & 3rd Party Audience Targeting

- Overlay 1st and 3rd party data to effectively target your desired audience in any DOOH context.
- Place Exchange offers up-to-date screen-level indexes for thousands of predefined audience segments including demographics, psychographics, purchase behaviors, and more.

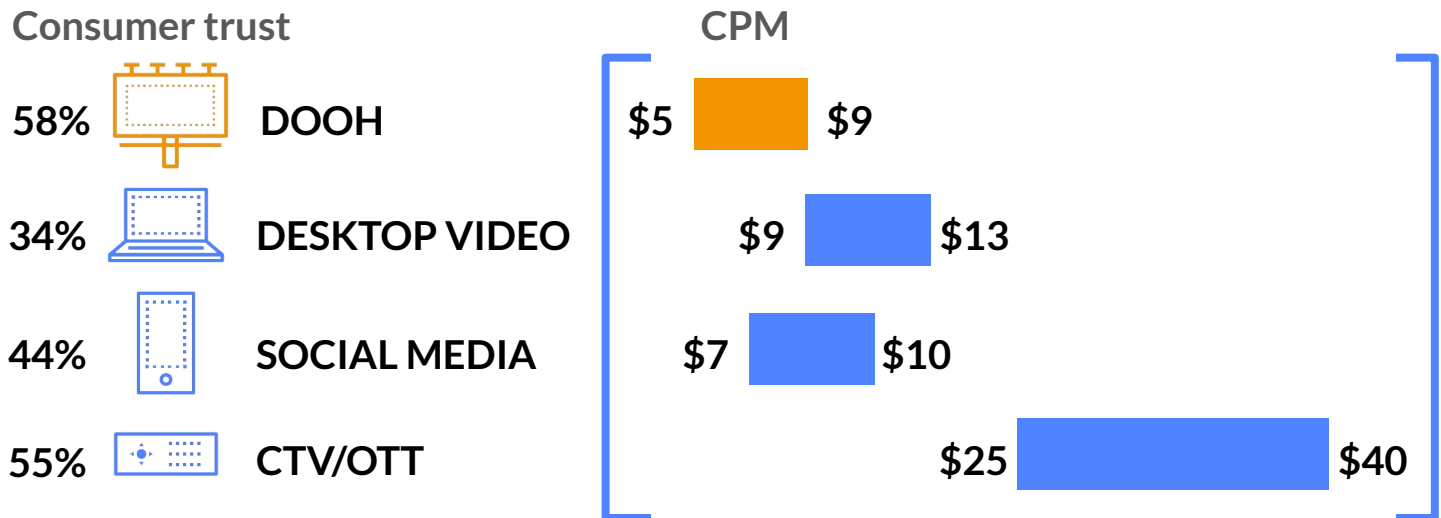
### Dynamic Creative

- Tailor messaging with endless creative possibilities and maximize real-time relevance based on location, time of day, weather data, and other triggers, including custom data feeds.

### Retargeting

- Retarget exposed DOOH consumers across other digital channels to drive cross-channel sequential messaging, manage frequency, and improve response.

## DOOH is the most trusted medium – and the most cost effective



Sources: mFour, Solomon Partners



## Simplified creatives

While there are a multitude of native sizes in DOOH, Place Exchange has worked with media owners to simplify the process for buyers. With just a few of the most common creative sizes, you can access over 85% of all Place Exchange inventory:

### Top 3 display sizes

- 1920x1080
- 1080x1920
- 1400x400

### Top 3 video sizes (15-sec duration)

- 1920x1080
- 1080x1920
- 1400x400

Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.