

This Year, We're Thankful for Programmatic DOOH

With over 78% of US households participating in Thanksgiving celebrations¹, the holiday remains one of the largest cultural events across the nation.

Programmatic DOOH connects brands with Thanksgiving shoppers, leveraging high-impact creative near and inside physical store locations. Work with Place Exchange to reach your consumers this Thanksgiving in a variety of real-world contexts, from the store to the street, all with maximum campaign flexibility.

OUTFRONT Media



New Tradition



197
million

consumers shopped over the five-day holiday weekend from Thanksgiving Day through Cyber Monday²

3.5
million

people watched the Macy's Thanksgiving Day Parade on the streets of New York³

58%

of consumers shopped in-store for Black Friday sales²

\$125
billion

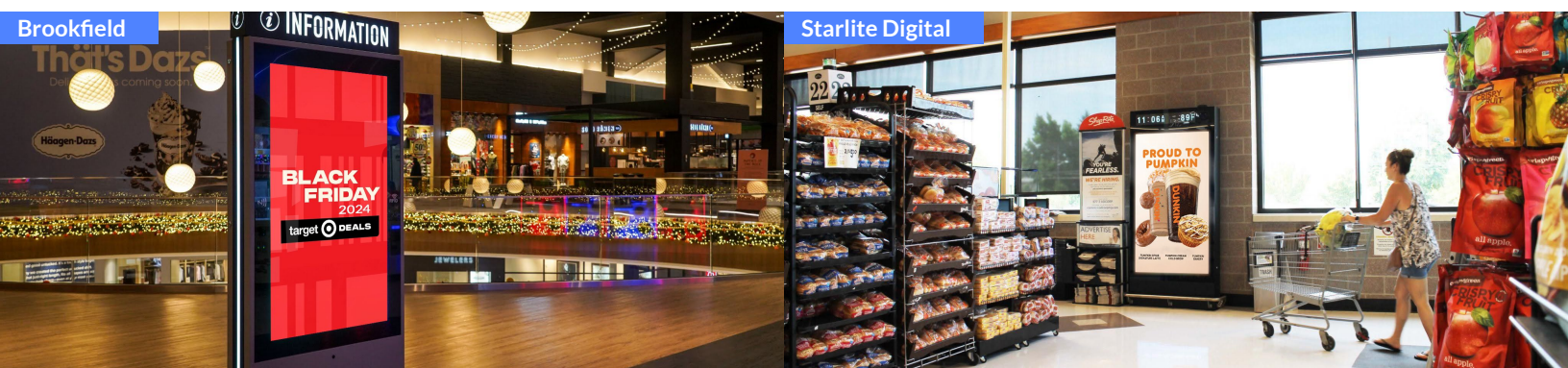
was spent by consumers over Thanksgiving weekend⁴

Source: ¹Statista 2024, ²National Retail Federation 2024, ³[NYC.gov](https://www.nyc.gov), 2024 ⁴ICSC, 2024

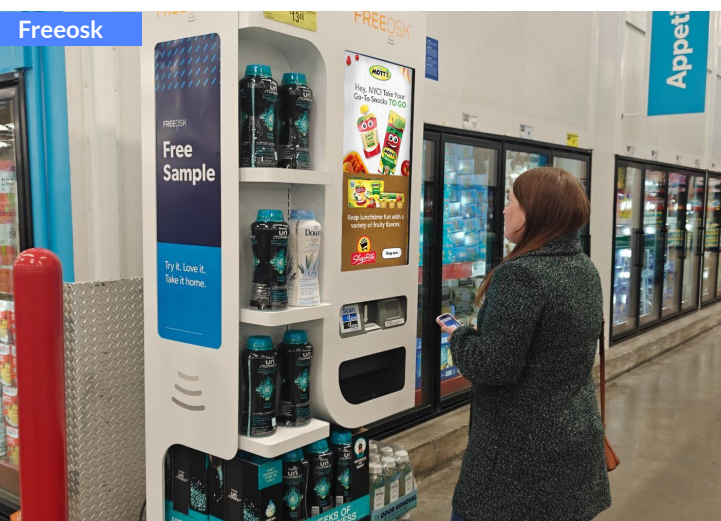
Contact sales@placeexchange.com to learn more.

Reach Thanksgiving shoppers with Place Exchange's Retail Media Network - the largest network of retail media in the US

- Over 433,000 screens
- Storefront video and display ads capturing attention at the point of entry
- Aisle and endcap video and display ads at the point of consideration
- Checkout video and display ads at the point of purchase
- Billboards, street furniture, transit, and other formats capturing the journey to and from stores



Stay top-of-mind with dynamic creative executions & offer deals with QR codes



Dynamic Creative to tailor messaging and increase relevance

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



QR codes to drive promotional offerings and engagement

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