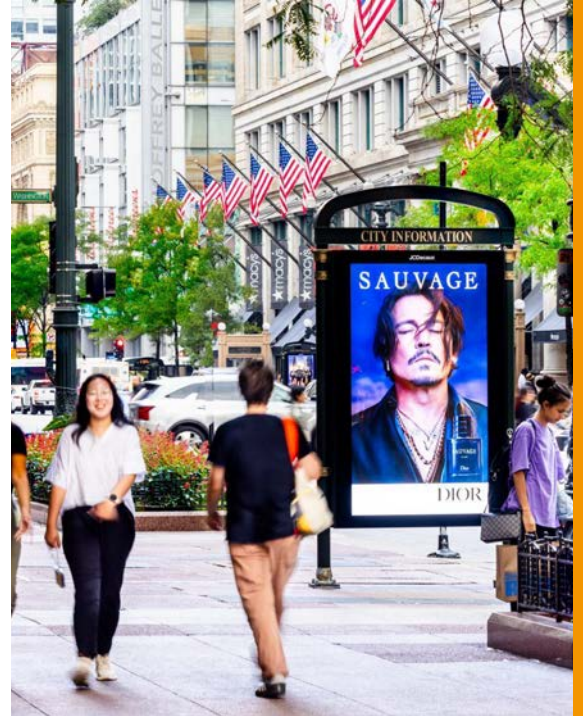


# Measure the full-funnel impact of programmatic OOH

Place Exchange enables marketers to decisively measure the business impact of programmatic OOH campaigns - from brand lift and engagement metrics to performance and conversion metrics.



## Metrics supported

### Branding

- Brand awareness
- Brand affinity
- Brand/ad recall
- Purchase intent

### Engagement

- Ad interactions (ex. QR code scans)
- Website visits
- Store foot traffic
- TV tune-in

### Online & Offline Conversion

- App downloads
- Online purchases
- In-store purchases
- ROI / ROAS

## Support for a wide range of DOOH measurement solutions

Below is a sample set of 3rd party measurement partners we support. Place Exchange can recommend the right measurement partner for your specific campaign needs or easily integrate with your existing/preferred partner(s).



## Requirements

Measurement studies typically require 2 weeks lead time for setup prior to campaign launch. Please reach out to [sales@placeexchange.com](mailto:sales@placeexchange.com) for more details

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