

Campaign Impact Measurement: see 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.



Example metrics supported (not exhaustive)

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).



Campaign Impact Measurement: two flexible approaches

Marketers can either fund and manage the measurement process directly or opt for Place Exchange to orchestrate the process from end to end with Place Exchange Managed Measurement.



Agency/Advertiser Managed Measurement:

Funding Source

- Agency/Advertiser directly contracts with, and pays, measurement vendor

Process Management

- Agency/Advertiser manages the entire process with the measurement vendor (Place Exchange assists with any needed data exports)

Measurement Output

- Agency/Advertiser receives output directly from the measurement vendor

Place Exchange Managed Measurement

- CPM price added to the cost of media for the campaign (see PX Rate Card)
- Place Exchange provides turnkey end-to-end management, from setup to data collection to reporting
- Place Exchange reviews and iterates output and transmits final report

Requirements and Getting Started

Measurement studies typically require 2 weeks lead time for setup prior to campaign launch. For Place Exchange Managed Measurement, cost is dependent on campaign details and a minimum campaign spend is required. Please reach out to sales@placeexchange.com for more details.