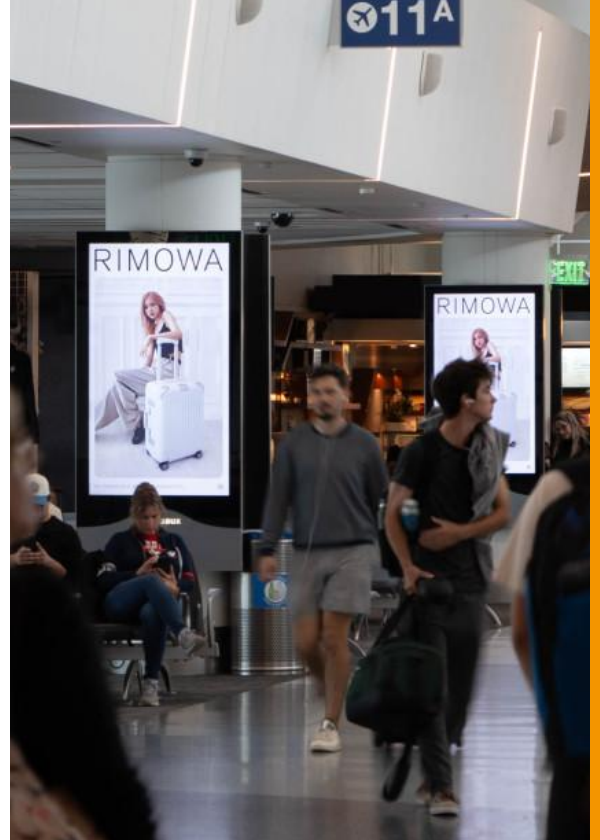


Campaign Data Export: your data on your terms, all at no cost

Place Exchange enables buyers to access complete log-level data for their OOH campaigns at no charge. This includes granular campaign play logs as well as device-level data (MAIDs) for consumers exposed to OOH campaigns. Place Exchange's data services align with best-in-class industry requirements around privacy and ethical data use.



Key Benefits

- **Transparency:** Gain full insight into when and where your campaign ran, as well as into the consumers exposed.
- **Granularity:** Log-level data goes down to the impression level, so you see the complete data for every transaction.
- **Portability:** Data can be provided to the location of your choosing, including any designated 3rd party partners or vendors.
- **Insight:** Log-level data can be leveraged for reporting, analytics, optimization, attribution measurement, retargeting and more.
- **Value:** Unlike other platforms, this service is provided to buyers *free of charge*.

With Campaign Data Exports, marketers can utilize Place Exchange's rich data for a wide variety of purposes, including attribution and retargeting, even when running DOOH campaigns via DSPs that may not support device ID capture for DOOH ad exposure.

Requirements

A minimum campaign spend is required. Data export requirements may vary depending on the type of data requested and the data transfer mechanism. Please reach out to sales@placeexchange.com for more details.