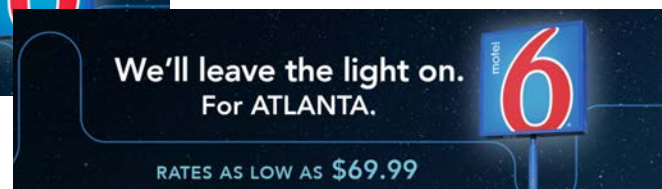
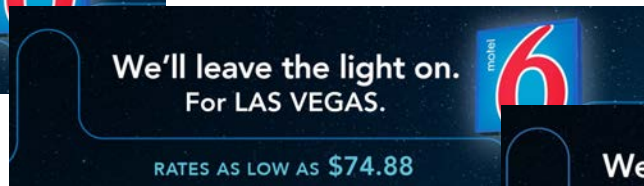
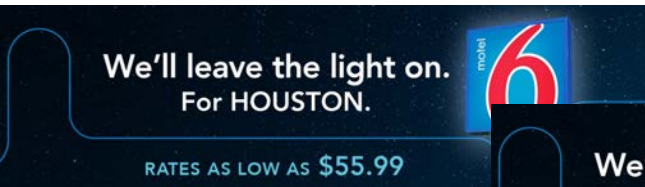


# Dynamic Creative Reporting

Dynamic Creative Reporting is an advanced reporting feature built to help buyers analyze dynamic creative campaigns running on DOOH screens.

Traditional reporting is typically focused on static creatives, which limits the ability to understand the performance of dynamic elements.

Place Exchange's dynamic creative reporting capabilities bridge this gap by breaking out delivery metrics for each creative element, along with an actual image of the ad that reflects the dynamic nature of each impression.



## Key Benefits

- **Enhanced Insights:** Gain a comprehensive understanding of dynamic creative elements with analysis that goes beyond standard impression reporting.
- **Detailed Metrics:** Track spend and impressions for each creative combination, as well as the exact time it ran.
- **Dynamic Creative Version Link:** Access links to the specific dynamic creative version that was displayed, ensuring full visibility into creative execution.

## Requirements and Getting Started

Please reach out to [sales@placeexchange.com](mailto:sales@placeexchange.com) with your request. Place Exchange will evaluate your campaign, and develop a recommendation based on your goals.