

Place Exchange delivers 26.8M impressions to urban consumers for Bayer



Bayer, one of the largest pharmaceutical companies in the world, wanted to drive brand awareness of its brand and innovation message across urban markets, specifically in New York City and Chicago.

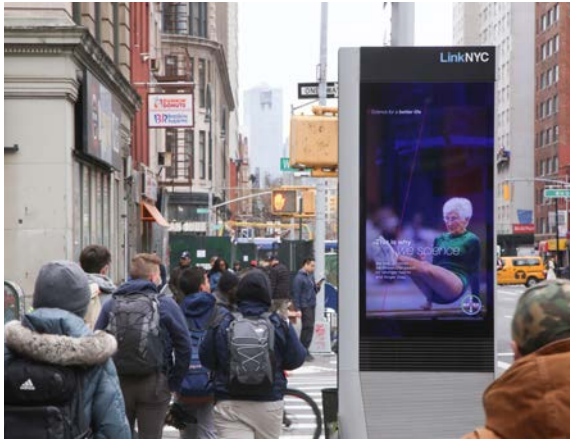
Campaign Overview:

- **Markets:** NYC, Chicago
- **Audience:** General A18-49
- **Publishers:** LinkNYC kiosk screens (exclusive to PX), and Lamar roadside billboards

Campaign Results

In less than a month, Place Exchange programmatically delivered **26.8 million impressions** to Bayer's target audience. The seamless execution and successful delivery of the campaign led to **renewals** with additional markets.

High-impact eye-level
screens and roadside
billboards in prime
unmissable urban
locations



Contact sales@placeexchange.com to learn more