



DraftKings

Campaign Summary and Performance Insights

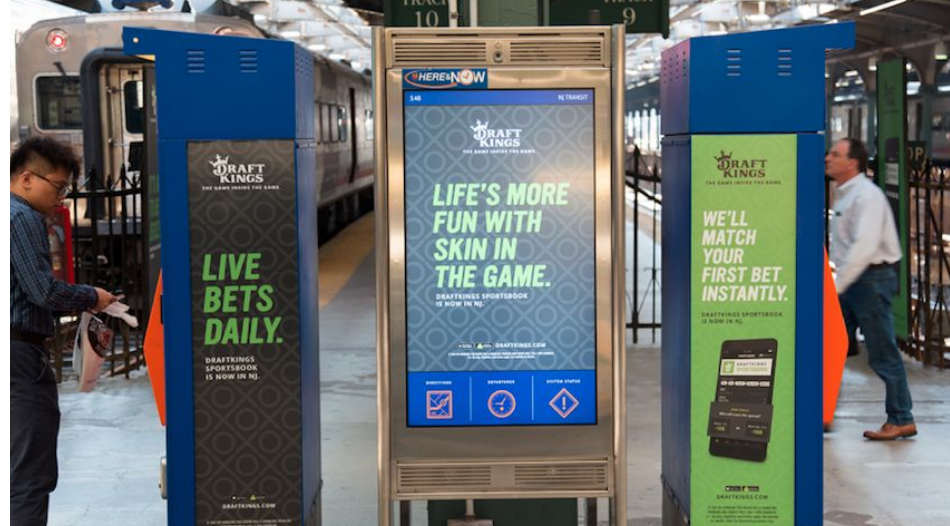


DraftKings Campaign Overview

When New Jersey legalized sports betting, DraftKings was first-to-market with its Sportsbook app.

DraftKings looked to Place Exchange's NJ media to reach the hundreds of thousands of commuters who pass through the busiest stations each day, with immersive station dominations that included a mix of static and digital media. DraftKings Sportsbook captivated commuters with bold creative, a compelling offer, and Jersey-specific creative messaging.

A critical requirement for DraftKings was to be able to measure the impact of the campaign in driving registrations.

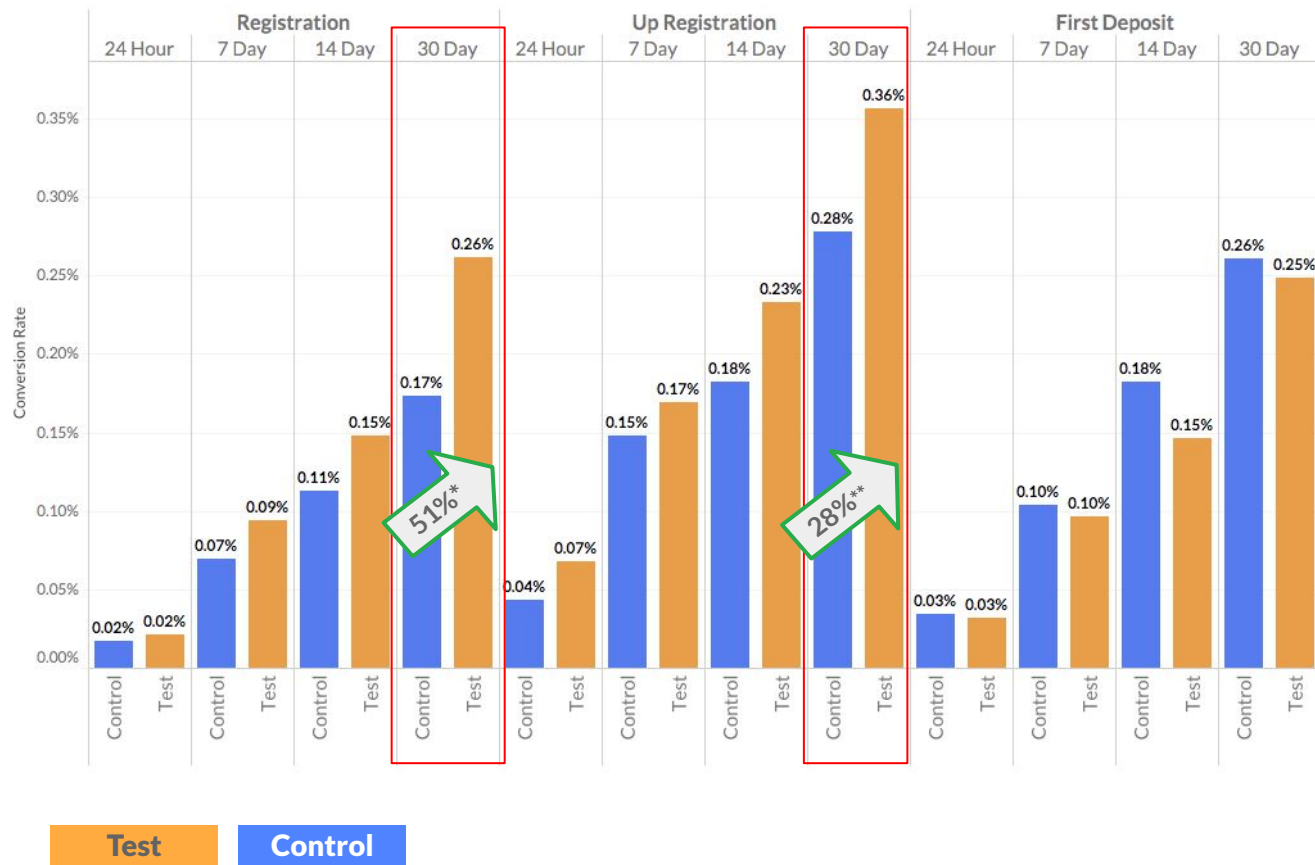


DraftKings Campaign Goals and Metrics

Goal	Success Metrics	Methodology
Understand the quantitative impact of the OOH campaign in driving user registration	Lift in User Registrations	Leverage Place Exchange's integrated media supply and proprietary technology to analyze website visits and registrations for exposed vs. non-exposed consumers



OOH buyers
are able to
perform
attribution
through
Place Exchange
for the first
time



Summary DraftKings Campaign Results



DRAFT KINGS THE GAME INSIDE THE GAME.

FREE ENTRY TO A FANTASY SPORTS CONTEST WITH YOUR FIRST DEPOSIT*

SIGN UP WITH EMAIL

SIGN UP WITH FACEBOOK

ENTER A PROMO CODE

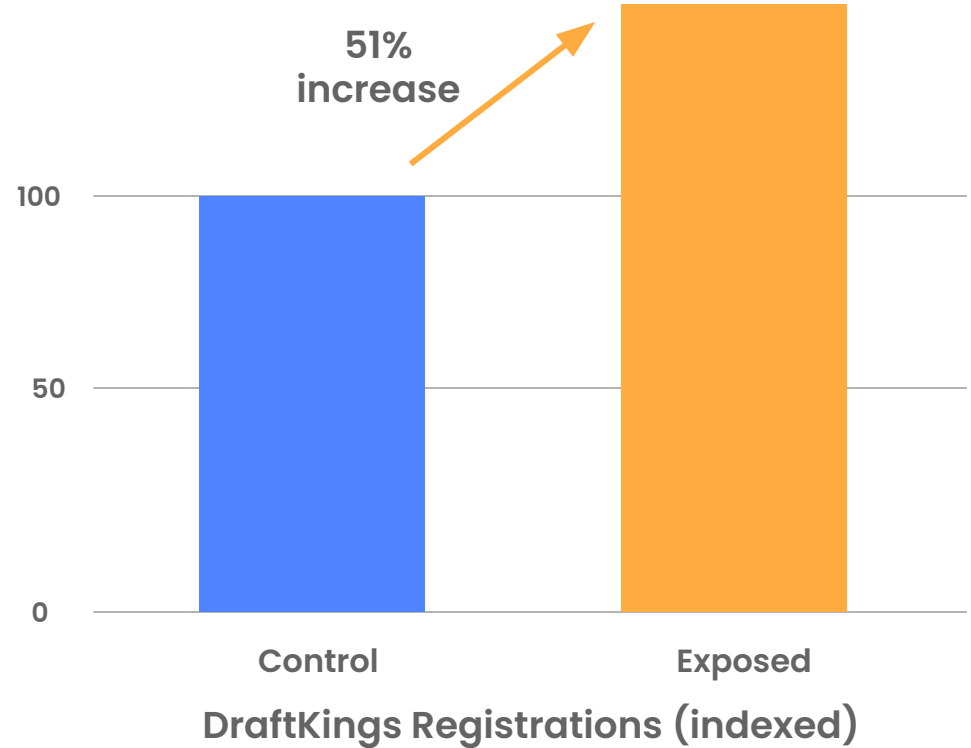
*With your first deposit of \$5 or more, you will receive a FREE \$3 ticket to play in any \$3 paid contest. You must use this ticket within 1 year of depositing. Not redeemable for cash.

GOLF MLB NBA NASCAR NHL NFL MMA TENNIS SOCCER CFL eSPORTS WNBA EUROLEAGUE CFB CBB

GET IN THE GAME PLAYING YOUR FAVORITE DAILY FANTASY SPORTS

- 850K+** USERS WON MONEY IN FIRST PAID CONTEST
- \$6.2B+** PAID OUT ACROSS ALL SPORTS
- 20K+** PLUS PUBLIC CONTESTS PER DAY

- WIN BIG CASH PRIZES IN PUBLIC TOURNAMENTS
- DON'T NEED TO FINISH FIRST TO WIN
- 1-DAY/1-WEEK GAMES MEAN NO COMMITMENT
- PLAY AGAINST PEOPLE OF YOUR SKILL LEVEL
- PLAY PRIVATE CONTESTS AGAINST YOUR FRIENDS



Thank You.

Questions? Reach out to:

sales@placeexchange.com

