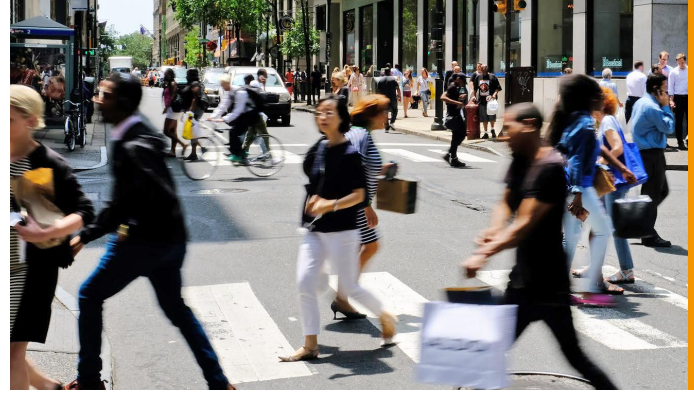


Place Exchange drives 50.3% incremental in-store visits for national retailer



The retailer conducted a foot traffic study to determine the impact of Place Exchange's digital out-of-home campaign in driving visits to their brick-and-mortar stores across New York City, Chicago, and Los Angeles. The retailer enlisted a 3rd party measurement solution to compare exposed consumers to an audience matched control group.

Key findings from the study:

- **180,983** unique consumers were exposed to the campaign
- **42,292** in-store visits were made by consumers exposed to the campaign
- **50.3%** of visits are incremental and would not have occurred without the campaign
- **38%** of all exposed visits to store locations occurred within 14 days after the first ad exposure