



What's New at PX & 2025 Planning Guide



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A blue-tinted photograph of a busy airport terminal. People are walking through the terminal, some pushing shopping carts. A sign above the walkway reads "Control / Wegwijzer" with an upward arrow and a person icon. The text "Place Exchange remains the only independent and agnostic OOH SSP." is overlaid in white.

Place Exchange remains the only independent and agnostic OOH SSP.



Marketers are shifting more spend to this powerful one-to-many medium

OOH is the only mass reach medium with the power to reach and engage consumers in the physical world through a dynamic array of formats and new technologies.

\$19 billion

projected global spend for DOOH in 2025

n

\$1 billion

will be spent on Programmatic OOH in 2025

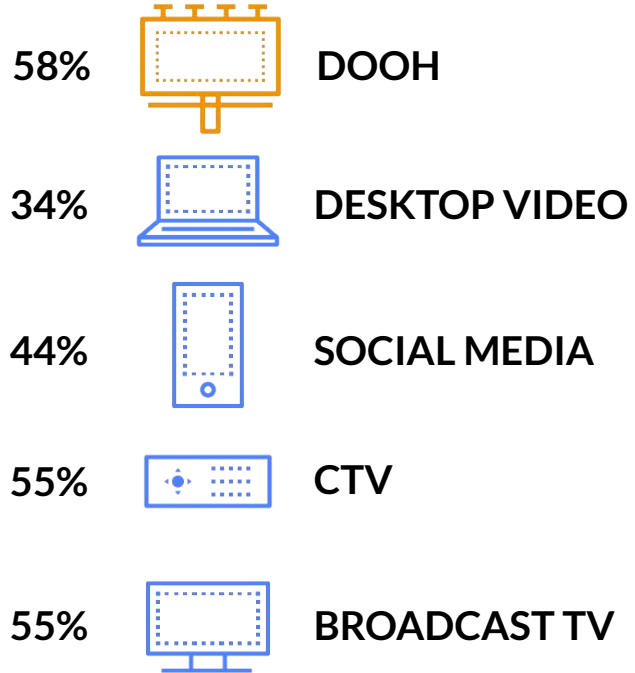
65

of the top 100 OOH advertisers increased their spend YoY

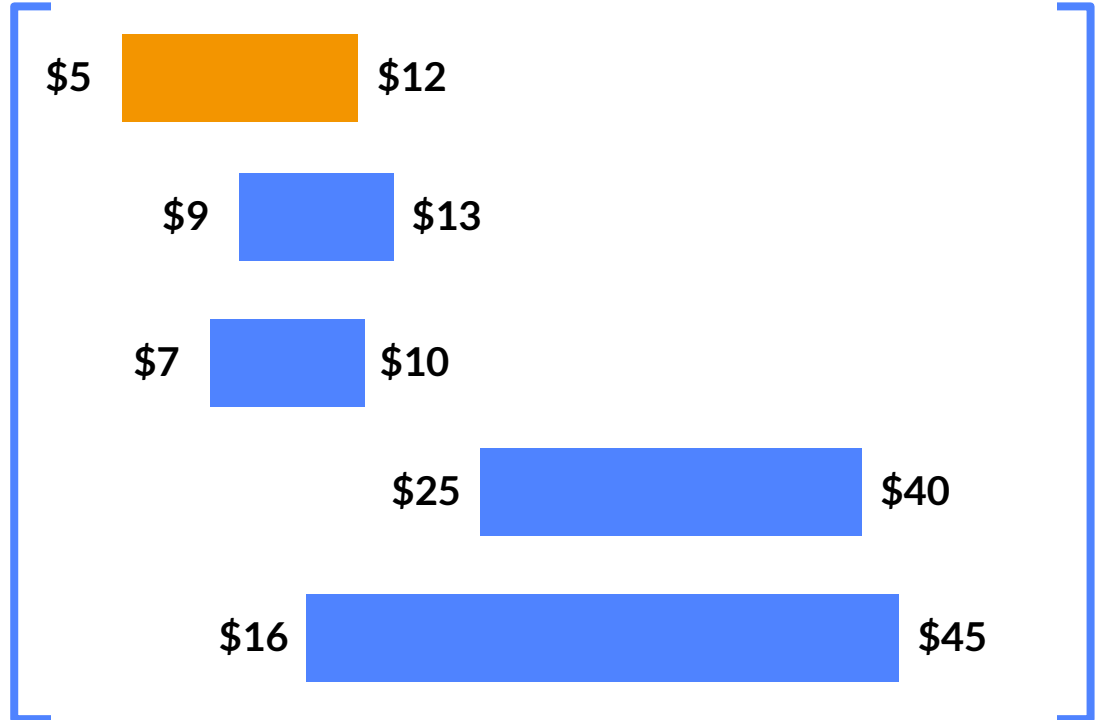
Source: eMarketer, 2024, OAAA 2024, Statista, 2024

Leverage the most trusted medium with the lowest avg. CPM

Consumer trust



CPM



PX Platform Updates



2024: 54 new media owners & networks and 380,000+ new premium DOOH screens



Canada

available only on PX SSP

Brookfield
Properties



first Qatari publisher on
PX SSP



available only on PX SSP



available only on PX SSP



and more!



Newly integrated DSP partners



[AdTheorent](#) uses advanced machine learning technology and privacy-forward solutions to deliver impactful advertising campaigns for marketers. AdTheorent's machine learning-powered media buying platform powers its predictive targeting, predictive audiences, geo-intelligence, and audience extension solutions. Leveraging only non-sensitive data and focused on the predictive value of machine learning models, AdTheorent allows advertisers to identify the most qualified potential consumers coupled with the optimal creative experience to deliver superior results.



Built for the healthcare industry, [DeepIntent](#) is proven to drive higher audience quality and script performance with patented technology and the industry's most comprehensive health data. DeepIntent is trusted by 600+ pharmaceutical brands and all the leading healthcare agencies to reach the most relevant healthcare provider and patient audiences across all channels and devices.



Newly integrated DSP partners



[Blis](#) is an omnichannel advertising platform that features award-winning geo-powered advertising solutions and integrations with the best data partners globally. Blis enables planners to build effective omnichannel audiences without relying on IDs. These audiences are ready for activation through one platform, helping the world's largest brands and media agencies achieve their goals across screens.



[Displayce](#) is a pioneering DSP specializing in programmatic DOOH. Spanning across 70 countries and with offices in France, Spain, United Kingdom and Netherlands, Displayce has become a DOOH leader in Europe. Its innovative buying technology allows advertisers in the region to easily create, broadcast, maintain and optimize targeted programmatic out-of-home campaigns at scale.

Product and feature updates

The **Place Exchange Dynamic Creative** solution gives advertisers the ability to tailor messaging with endless creative possibilities and maximize real-time relevance across DOOH screens.

Recent Updates

- Place Exchange has certified a number of 3p dynamic creative companies that work seamlessly with Place Exchange's dynamic creative solution, including *Advanse*, *Flux*, *Grand Visual*, and *Lucit*. Please let us know if you have a 3p dynamic creative partner you would like us to work with.
- Added capability to include driving/walking directions and mapped routes to the closest retail location, or other points of interest.
- Campaign spotlight: March Madness with 2 creative concepts:
 - Daily countdown until the tournament begins
 - Live scores for select games; scores refresh on a 5 minute interval

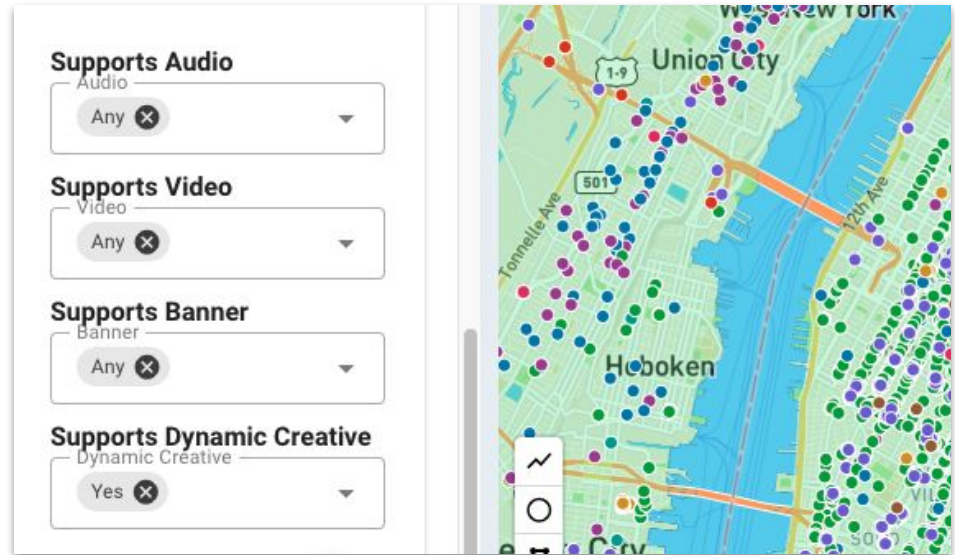


Product and feature updates

The [Place Exchange Planning Tool](#) enables advertisers to easily build and activate OOH media plans using an array of advanced targeting capabilities including audiences, venues types, POIs, and more.

Recent Updates

- Added a “Dynamic Creative” filter to allow users to easily identify screens that can accommodate dynamic creative content.
- Added a new “Client_ID” parameter to allow for more granular targeting by custom lists of publisher and screen locations.
- Audience filters have been refined and include categories such as: *Demographics, Occupation, Psychographics, Interests, Shopping & Brand Behaviors, Health & Fitness, Political, and more*
- Audience UI changes dynamically depending on US or International geo-targeting selection



Inventory Networks & Targeting Highlights



The moment for DOOH retail media

85%

of all retail sales take place in-store,
where DOOH is front and center

#1

unlock the largest DOOH retail media
network with Place Exchange

**ADVANCED
CONSUMER TARGETING**

combine the power of online and
DOOH retail media data in your DSP

62%

increase in DOOH screens in retail
locations on Place Exchange YoY



7,280+ screens, 1+ billion monthly impressions across in-store retail environments in Canada

MALL



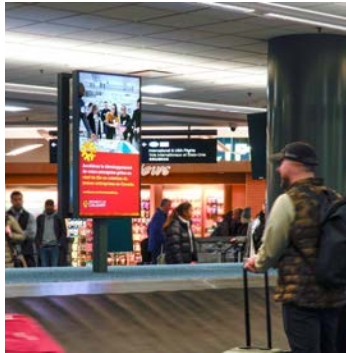
BIG BOX



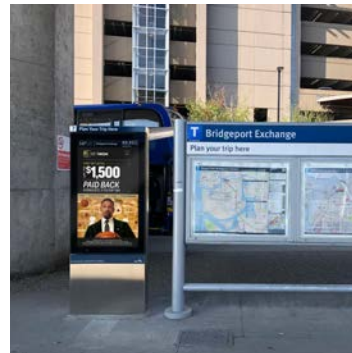
C-STORE



AIRPORT



TRANSIT HUB



GAS STATION



Access the largest movie theater network in the North America

84%

of consumers say they noticed advertisements before, during or after a movie at the cinema¹

#1

unlock the largest DOOH cinema media network with Place Exchange

Premium On-screen Inventory

engage consumers who are energized, attentive, and receptive to brand messaging

\$8.6 billion

total spend hit the box office in 2024²

Source: ¹DISQ, ²Statista

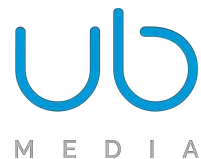


Leverage 400+ screens delivering 828 million monthly impressions across the cinema experience in Canada

IN-LOBBY



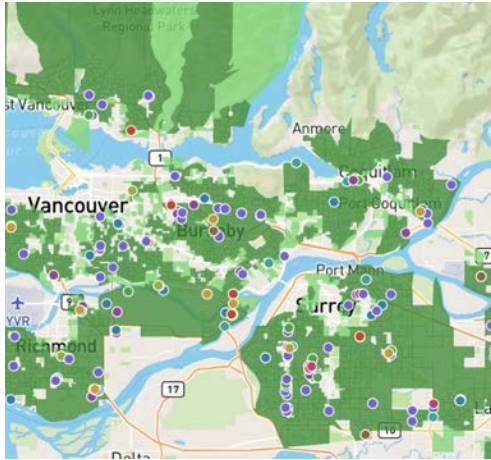
THEATER ENTRY



Audience Targeting Capabilities

Audiences

PX can match **1st and 3rd party audiences** to individual screens and deliver ads to those that index highest for the target audience.



Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.



Location

PX enables location targeting at any level of granularity, from distinct points of interest, to custom geofences, postal codes, or cities.



E.g. Target by POI

Scotiabank Arena

Map showing sample inventory within 1 mile of Scotiabank Arena in Toronto

- Total Screens: 563
- Impressions (4-week): 243M

Venue Types

Office Buildings



Casual Dining



Malls



Convenience Stores



Sports Venues



Apartment Buildings



Bars



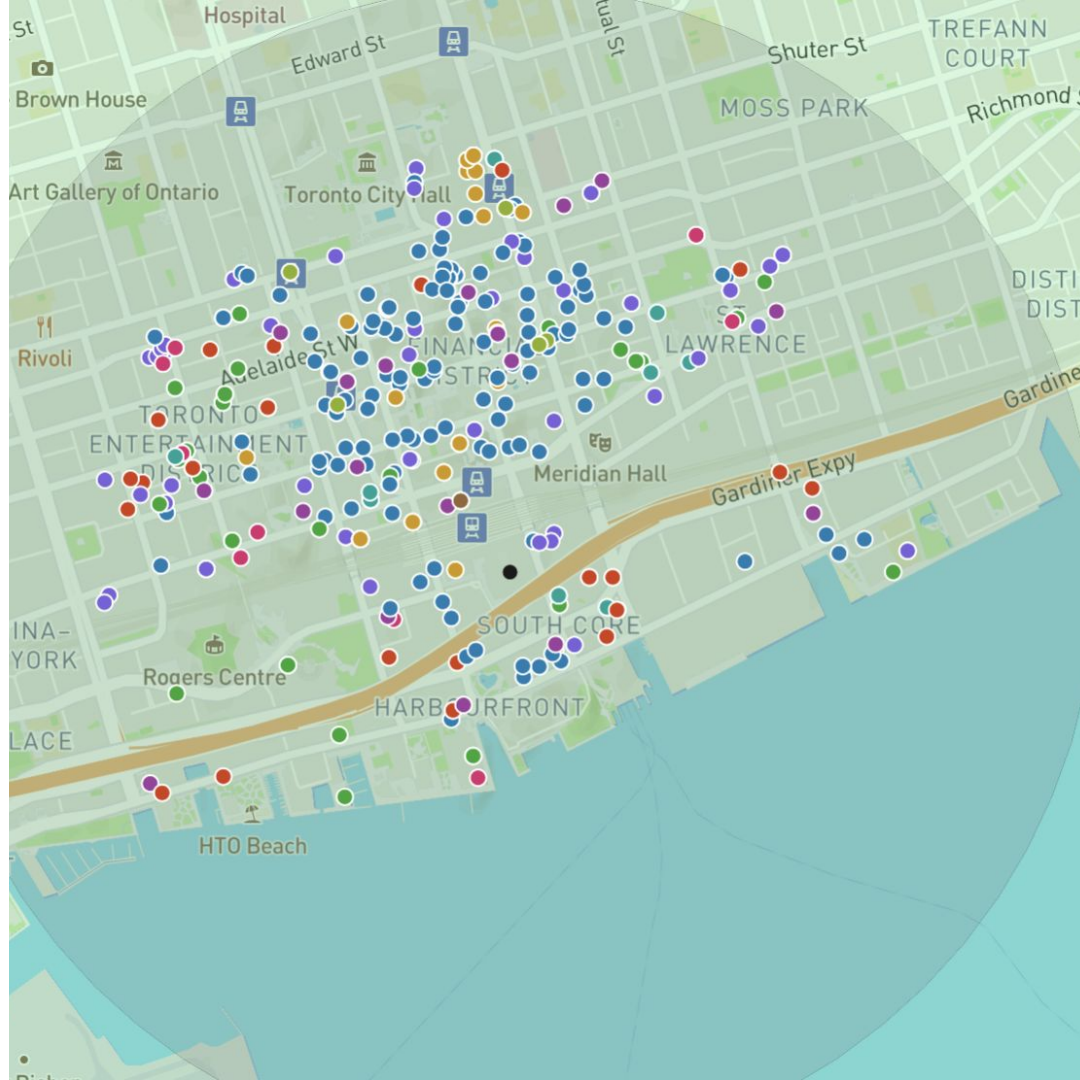
Subway



Other



Scotiabank Arena












E.g. Target by Audience

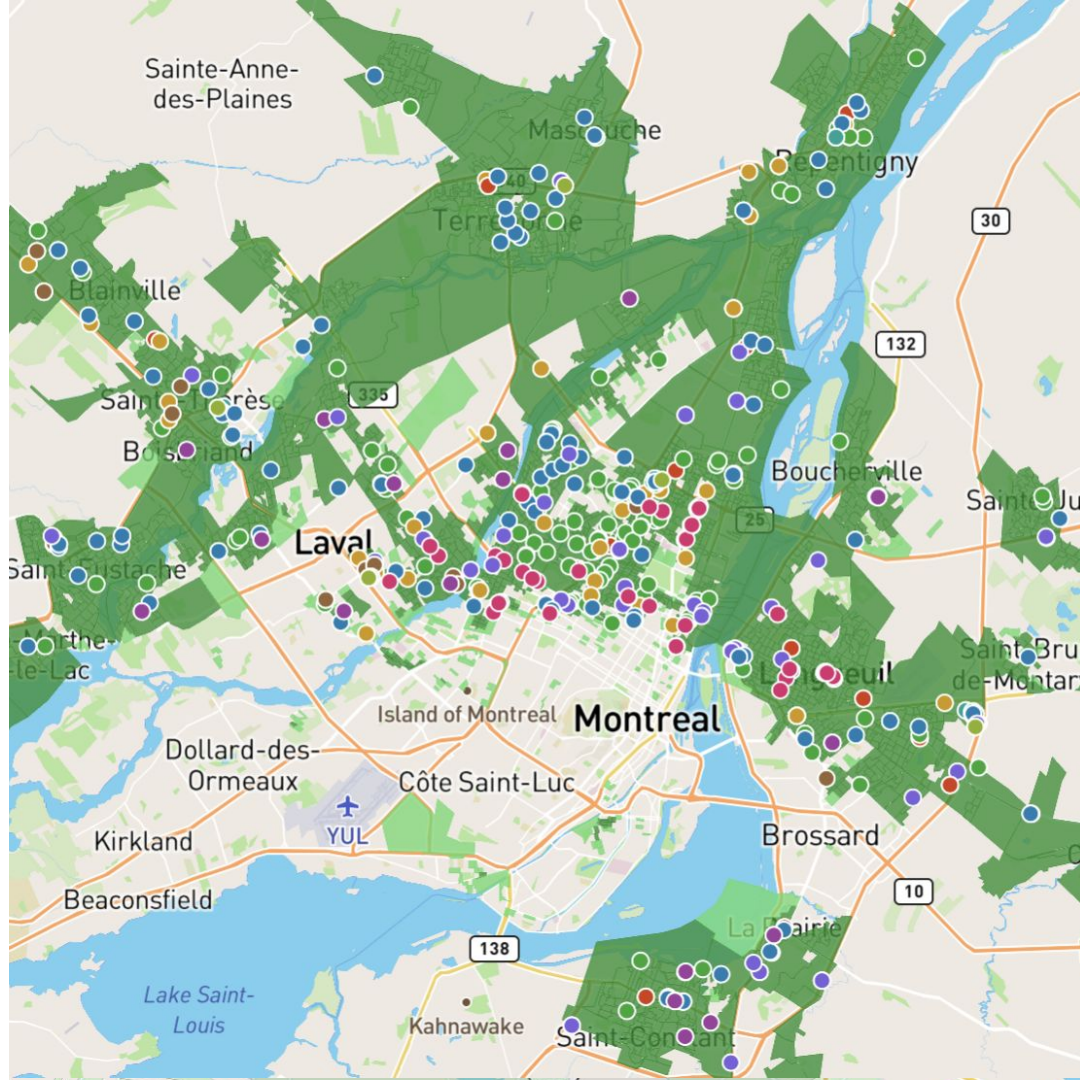
French-only Speakers

Map showing sample inventory in areas of Montreal with a high concentration of French-only speakers.

- Total Screens: **641**
- Impressions (4-week): **1.6B**

Venue Type

Malls	
Urban Panels	
Billboards/Spectaculars	
Bus Shelters	
Bars	
Taxi TV	
Taxi Top	
Casual Dining	
Convenience Stores	
Other	

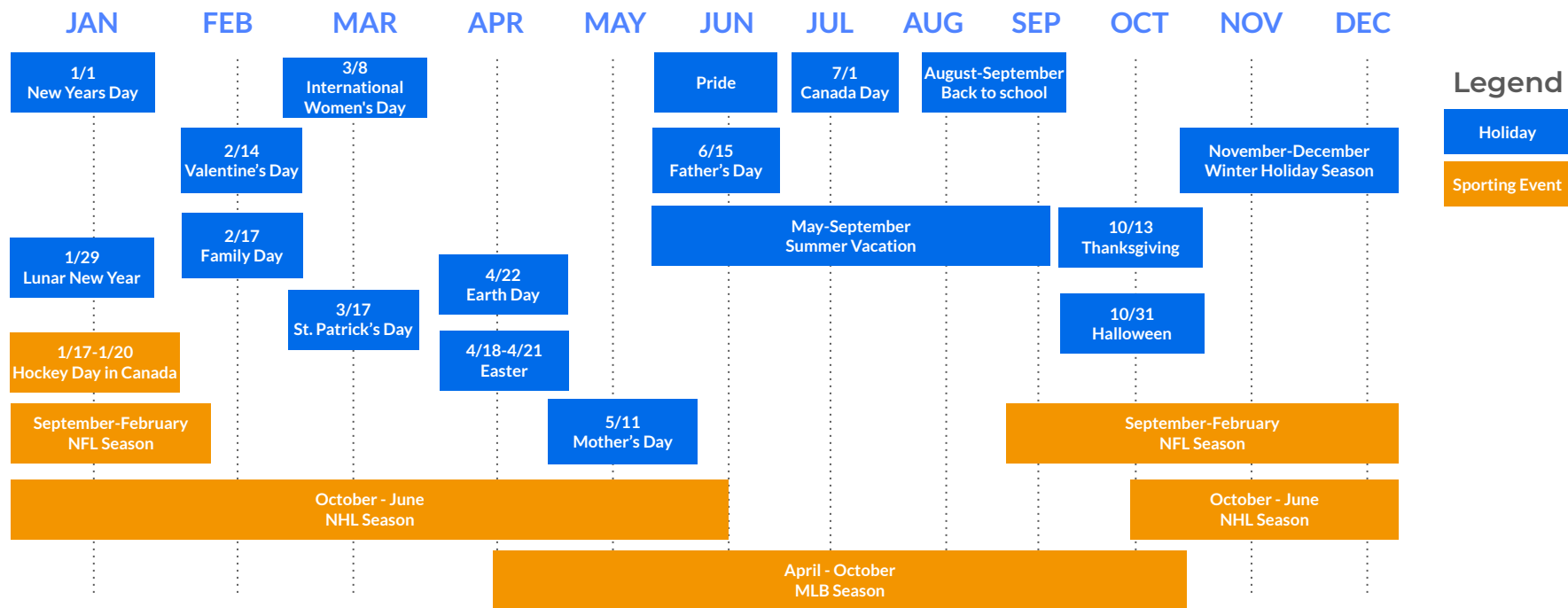


Tentpole Spotlights



2025 at a glance

2025 is shaping up to be a big year for advertisers to activate around high-impact holidays and sporting events. Here are some of the tentpole events throughout the year. [Click here](#) for the full calendar.



Inspire Fitness and Wellness Goals with Programmatic OOH

In the new year, millions of consumers commit to their health and fitness goals with renewed energy, making it a prime time for brands to reach them with messaging that aligns with their wellness journey.

Programmatic OOH offers the ability to deliver targeted, contextually relevant messages to consumers in the real world—whether they're heading to the gym, visiting the doctor's office, shopping for nutritious meals, or simply on the move. Amplify the impact of “New Year, New You” campaigns with Place Exchange's global footprint of premium digital OOH inventory across all major venues and formats.

46%

of Canadians make a New Year's resolution

75%

of Canadians making New Year's resolutions want to focus on health



Source: Narrative Research, 2023



DOOH You Want to be My Valentine?

According to the latest Drive Research Valentine's Day Survey, 59% of global consumers celebrate Valentine's Day. Digital OOH allows advertisers to leverage larger-than-life screens across a variety of physical environments - from retail locations to entertainment venues to billboards and more - to deliver unforgettable brand impact and drive purchases online and in stores.

51%

of Canadians who celebrate Valentine's Day plan to spend over \$50

77%

of Canadians shop for Valentine's Day in stores

Source: Retail Council of Canada 2024

Top gifts consumers plan to give on Valentine's Day, by spend (in billions)



Capitalize on Fan Frenzy Leading up to This Year's Major Sporting Events

Capitalize on fan frenzy leading up to 2025's major sporting events (e.g. the NHL Playoffs) by leveraging Place Exchange's global footprint of premium digital OOH inventory with coverage of all major cities and markets, across all major venues and formats.

Connect with sports enthusiasts through high-impact spectaculars and billboards. Drive awareness of your brand among commuters using unmissable street furniture and transit screens. Reach fans around sports stadiums, stocking up for the game at grocery stores, and watching the game at bars, restaurants, and entertainment venues across the nation.

\$242
billion

annual spend on legal sports betting globally¹

67%

of the global population regularly follow sports²

Source: ¹Statista, 2024, ²YouGov, 2023



Support Gender Equality on International Women's Day

International Women's Day, March 8th, is the perfect opportunity for advertisers to show their appreciation and celebrate the achievements of women around the world, and reflect on how they can show their support in the fight for gender equality. Make a statement this year by leveraging larger-than-life screens across a variety of physical environments to deliver a meaningful brand message.

[Click here](#) for more information.

60%

of women expect fashion and beauty brands to have Women's Day promotions

73%

of women believe it's important to support women-owned businesses ahead of International Women's Day

Source: YouGov, 2024



Make Mother's and Father's Day Memorable with DOOH

Consumer spending on Mother's Day and Father's Day have broken records each year since 2019. Consumers are eager to make meaningful purchases to honor their parent. Brands have the opportunity to stay top-of-mind with positive sentiments displayed across larger-than-life screens in any physical context.

70%

of consumers shop in person for Mother's Day and Father's Day gifts

90%

of consumers aim to increase or maintain their spending compared to last year

Source: Retail Council of Canada, 2024



Celebrate Pride Month

This June, cities will be bustling with gatherings and events that advocate for the LGBTQ+ community. Brands can show their support, join in the action, and target specific neighborhoods with high-impact messaging using street furniture, moving media, billboards, and other engaging OOH formats.

Tap into street-level coverage around LGBTQ+ parades, events, neighborhoods, and more.

57%

of LGBTQ+ adults are more likely to support brands that support pride month through advertising

53%

of LGBTQ+ adults are more likely to switch to brands that share their values

Source: Civic Science 2024



Maximize Visibility this Summer with Programmatic OOH

Warmer weather is here and advertisers are turning to OOH to engage consumers in the physical world as they spend more time outside, enjoying city life, socializing with friends and family and going on roadtrips and summer vacations. Overall, consumers plan to spend an average of \$2,405 on transportation and lodging costs for their major summer trip.¹

74% of Canadians traveled within Canada in 2024¹

79% of consumers shop in store for Canada Day²

Source: ¹Deloitte, 2024, ²Retail Council of Canada 2023



Back to School with OOH

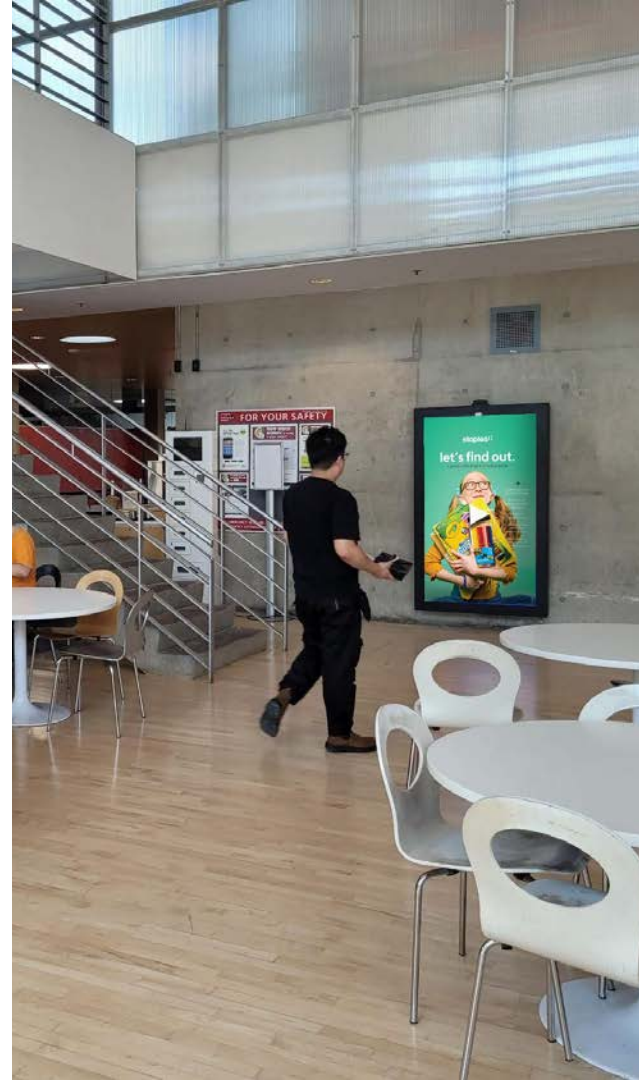
While school supplies are in need year-round, peak back-to-school (BTS) shopping season begins at the start of the summer, and consumers are looking to OOH ads for special sales and deals as they make informed buying decisions.

In addition to influencing online purchases, programmatic OOH is in a prime position to reach all the BTS shoppers turning to brick-and-mortar stores with high-impact creative near and inside physical store locations.

85% of consumers plan to maintain or increase their back to school spending

85% of consumers do most of their back to school shopping in-store

Source: Retail Council of Canada, 2024



Say “B-OOH” This Halloween With Programmatic OOH!

Programmatic OOH connects brands with Halloween shoppers leveraging high-impact creative near and inside physical store locations. Leverage Place Exchange to reach your consumers this Halloween in a variety of real-world contexts, from the store to the street, all with scary levels of campaign flexibility!

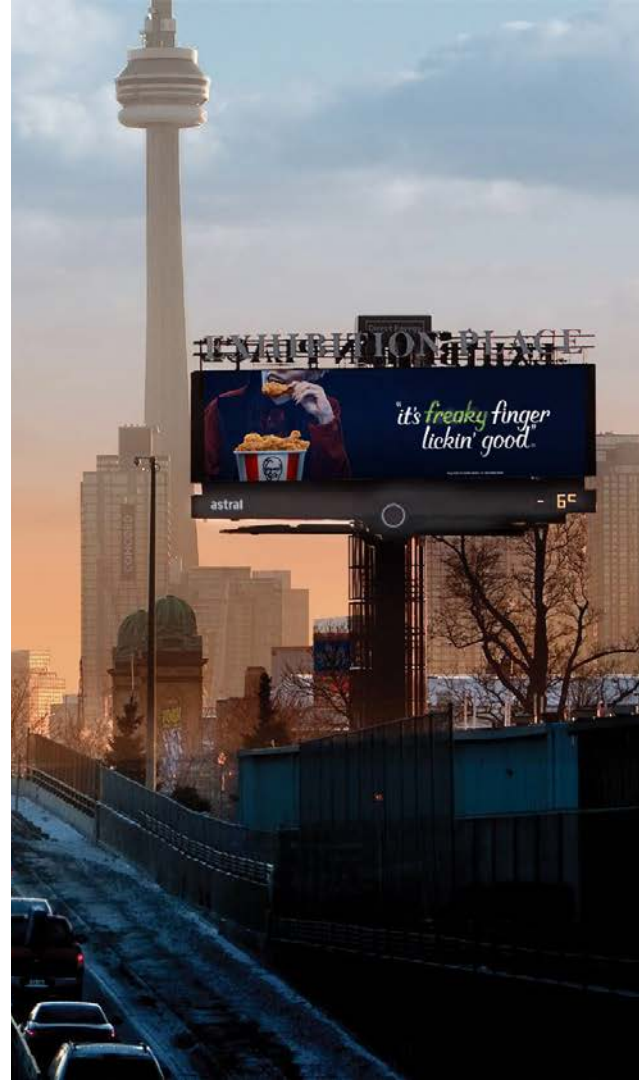
47%

of Canadians plan to spend over \$50 on Halloween

53%

of consumers plan to make a Halloween-related purchase

Source: Retail Council of Canada 2024



Celebrate Black Friday with Programmatic OOH

Programmatic OOH connects brands with Black Friday and Cyber Monday shoppers, leveraging high-impact creative near and inside physical store locations. Work with Place Exchange to reach your consumers in a variety of real-world contexts, from the store to the street, all with maximum campaign flexibility!

48%

of Canadians say Black Friday is the most important shopping day of the holiday season²

62%

of Canadians do their Black Friday shopping in-store

Source: ¹Statista 2023, ²National Retail Federation 2023,



Spread Holiday Cheer with OOH

As the 2025 holiday season approaches, Canadian retail holiday sales are expected to increase by 2%¹.

Advertisers are turning to DOOH advertising to engage consumers in the physical world before and during crucial shopping periods, and Place Exchange unlocks the power of this channel with unparalleled audience targeting, campaign flexibility, and impact measurement.

\$972

average spend per
consumer on holiday
gifts²

96%

of Canadians celebrate
Christmas²

Source: ¹MasterCard 2024, ²Made In Canada 2022



How to Work with Us

1

Opportunity

Identify an opportunity and send details to PX:

- Objectives
- Budget
- Flight dates/length
- Markets
- Targeting parameters
- Inventory preferences
- Creative type
- Deadline

2

Develop + Plan

PX will review your campaign details and create a plan for you in 2-3 business days.

3

Review

Review the custom plan and send PX any feedback to incorporate into the plan. PX will send back a revised plan (if necessary) in 1-2 business days.

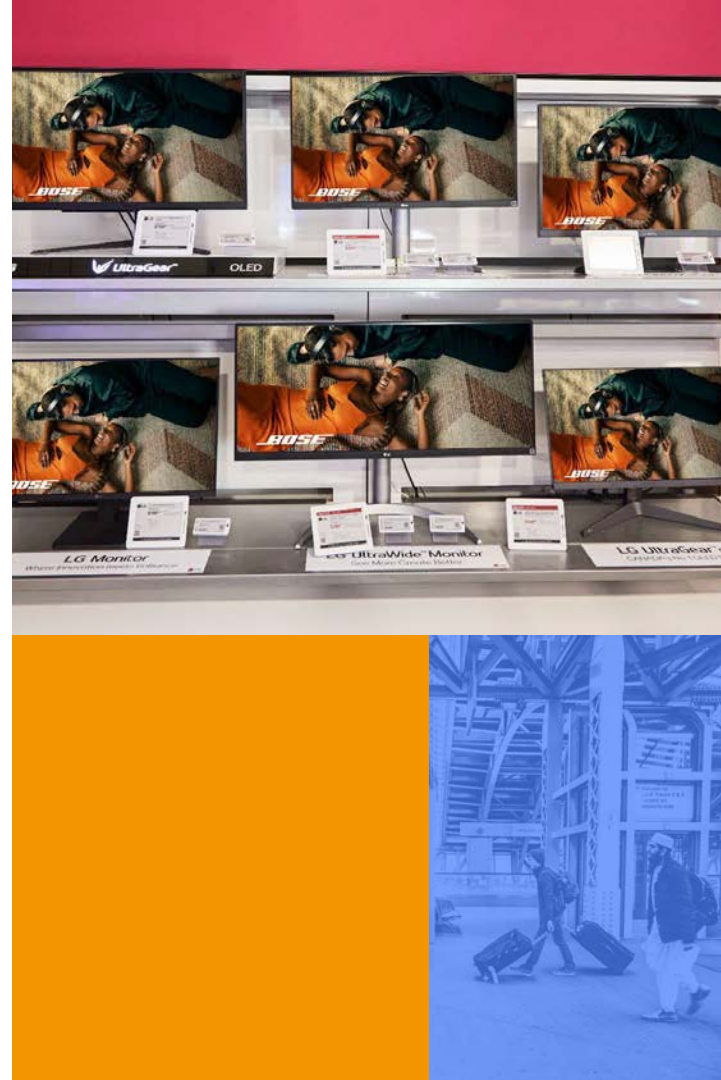
4

Activate

Once you have approved the final plan, PX will create a set of deals for you to activate in your preferred DSP.

Unlock the real power of OOH.

sales@placeexchange.com



Appendix



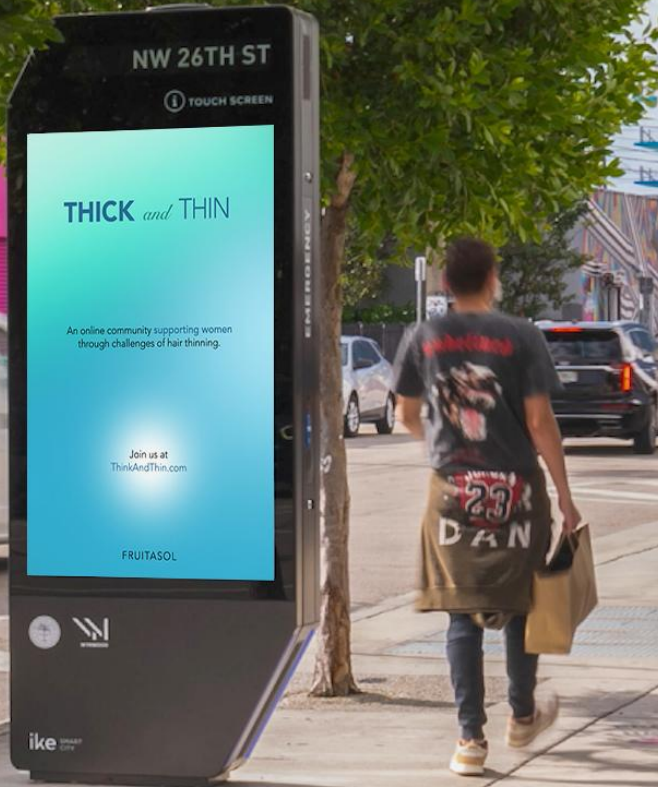


Recent Case Studies

- [All Electric Luxury SUV | Brand lift](#)
 - OOH campaign generated increase in brand consideration, brand intent and intent to purchase
- [Leading Entertainment Network | Brand lift](#)
 - OOH campaign generated increase in brand awareness, brand consideration, ad recall and brand favorability
- [Indiana Economic Development Corporation | Brand Lift](#)
 - OOH campaign generated increase in brand awareness, brand consideration, ad recall and brand favorability

Recent Case Studies

- [Real Estate Brokerage | Online Conversion](#)
 - OOH campaign generated increased homepage visits and property search page visits for the brand
- [Sports Betting | User Registration](#)
 - OOH campaign generated increase in website sign ups for the brand
- [Retailer | Store Visits](#)
 - OOH campaign generated increased visits to brick-and-mortar stores
- [Personal Care | Website Registration](#)
 - OOH campaign generated a rise in brand awareness and website registration



Recent Case Studies



- [Insurance Provider | Brand Lift](#)
 - OOH campaign generated increase in brand awareness and lift
- [Food Delivery | Website Traffic](#)
 - OOH campaign generated increase in website traffic by leveraging programmatic attribution
- [Beverage Brand | Brand Lift](#)
 - OOH campaign generated increase in brand awareness and favorability
- [Auto Retailer | Store Visits](#)
 - OOH campaign generated an increase in store visits at targeted locations