



# 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. Overhead signs are visible, including one that says "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 on the left side of the image.

**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.

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**\$19** billion

projected global spend for DOOH in 2025

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**\$1** billion

will be spent on Programmatic OOH in 2025

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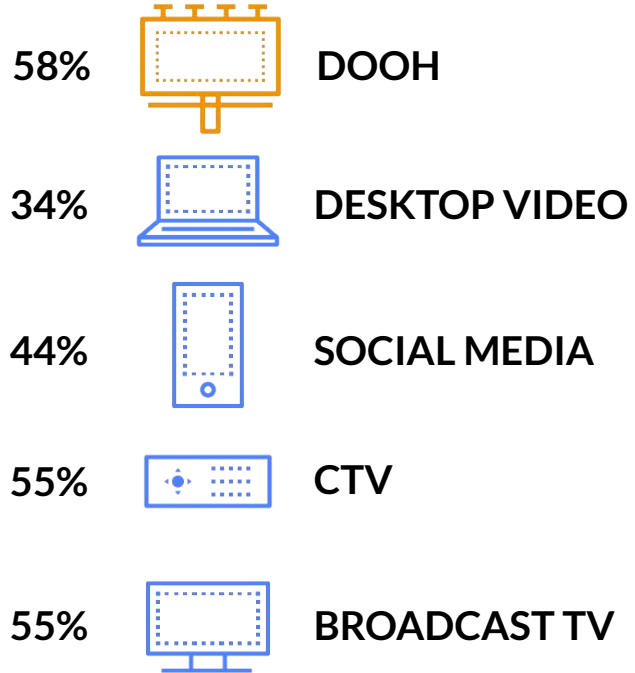
**65**

of the top 100 OOH advertisers increased their spend YoY

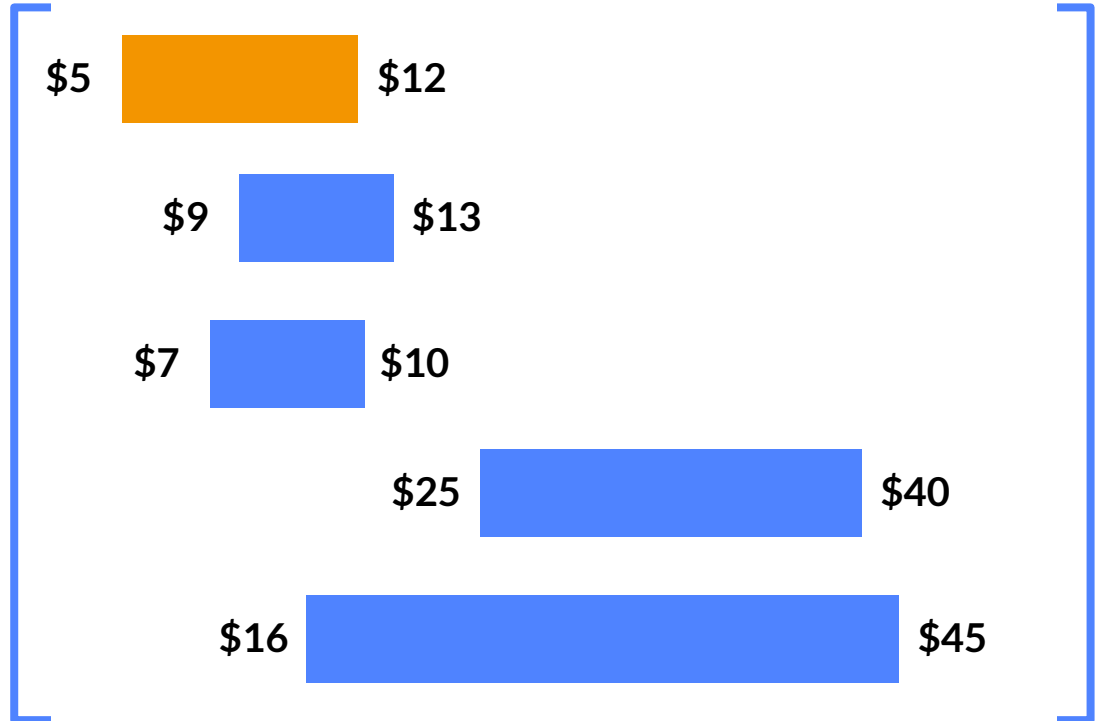
Source: eMarketer, 2024, OAAA 2024, Statista, 2024

# 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

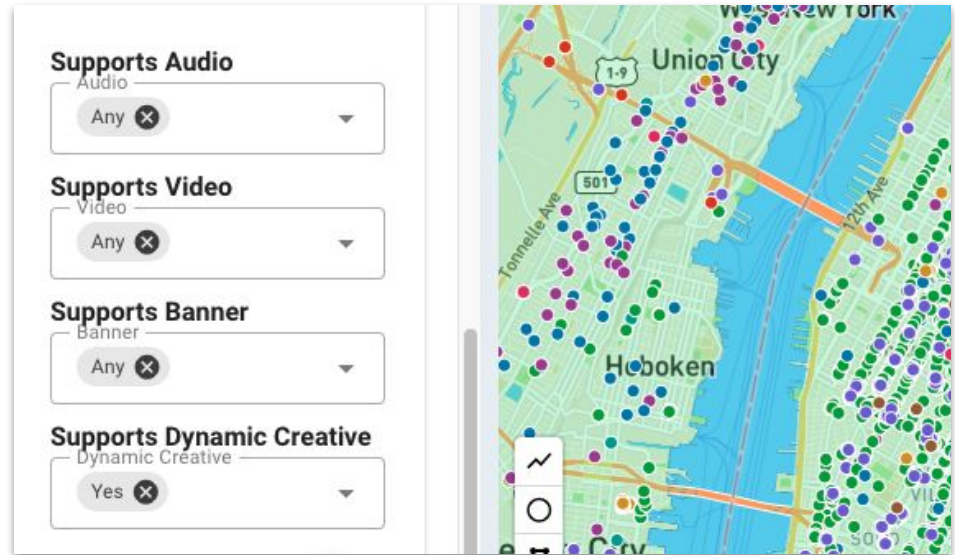


# Product and feature updates

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



# 7,000+ screens, 2+ billion monthly impressions across EMEA in-store retail environments

GROCERY



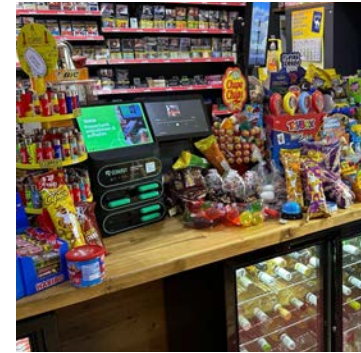
MALL



PHARMACY



C-STORE



SHOPPING DISTRICT



GAS STATION





# Access the largest transit networks in the region

**58%**

of consumers say they noticed advertisements on digital transit screens<sup>1</sup>

**#1**

unlock the largest transit network in Europe, the London Underground

**976 Million**

passengers flew in the European Union in 2023<sup>2</sup>

**73%**

of Europeans used public transit in 2023<sup>3</sup>

Source: <sup>1</sup>OAAA, <sup>2</sup>Statista, 2024, <sup>3</sup>Eurobarometer, 2024





# 2,000+ screens, 1.2+ billion monthly impressions across EMEA transit networks

AIRPORT



TRANSIT HUB



RAILWAY & UNDERGROUND



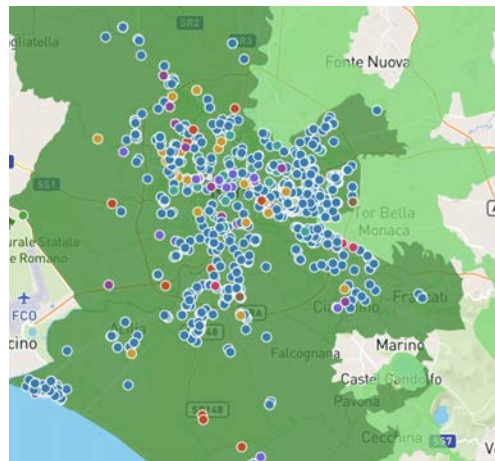
BUS SHELTERS



# 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, zips, or DMAs.



# E.g. Target by POI

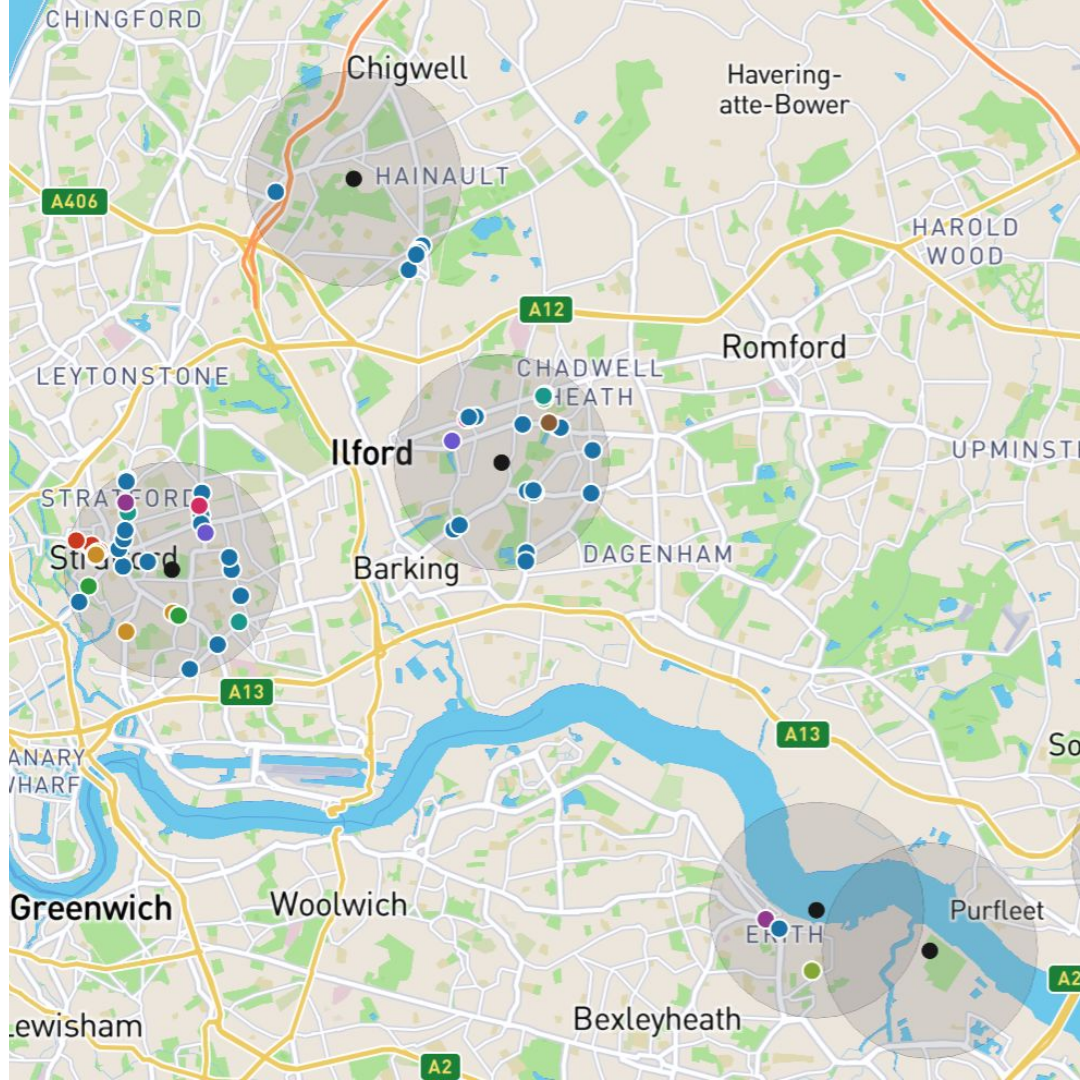
## Premier League Stadiums

Map showing sample inventory within 2-kilometers of the Premier League Stadiums in London.

- Total Screens: 114
- Impressions (4-week): 39.4M

### Venue Types

Urban Panels	●
Gyms	●
Subway Platforms	●
Billboards	●
Malls	●
Train Stations	●
Highway Billboards	●
Bars	●
Other	●
Premier League Stadiums	●





# E.g. Target by City

## Dubai

Map showing sample inventory within Dubai.

- Total Screens: 1,230
- Impressions (4-week): 48M

### Venue Types

Highway Billboards



Apartment Elevators



Retail



Office Buildings



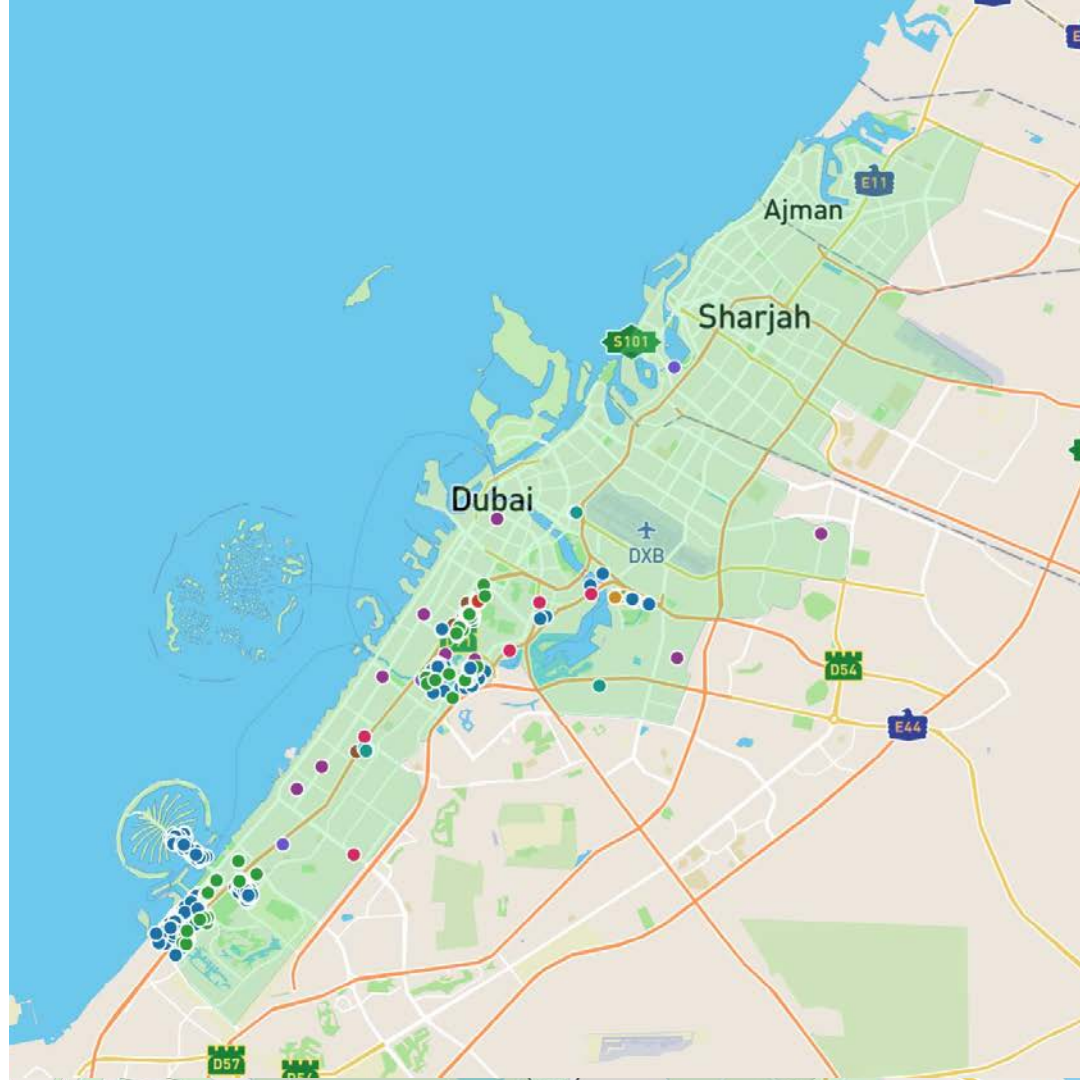
Malls



Grocery Shop Entrance



Office Elevators

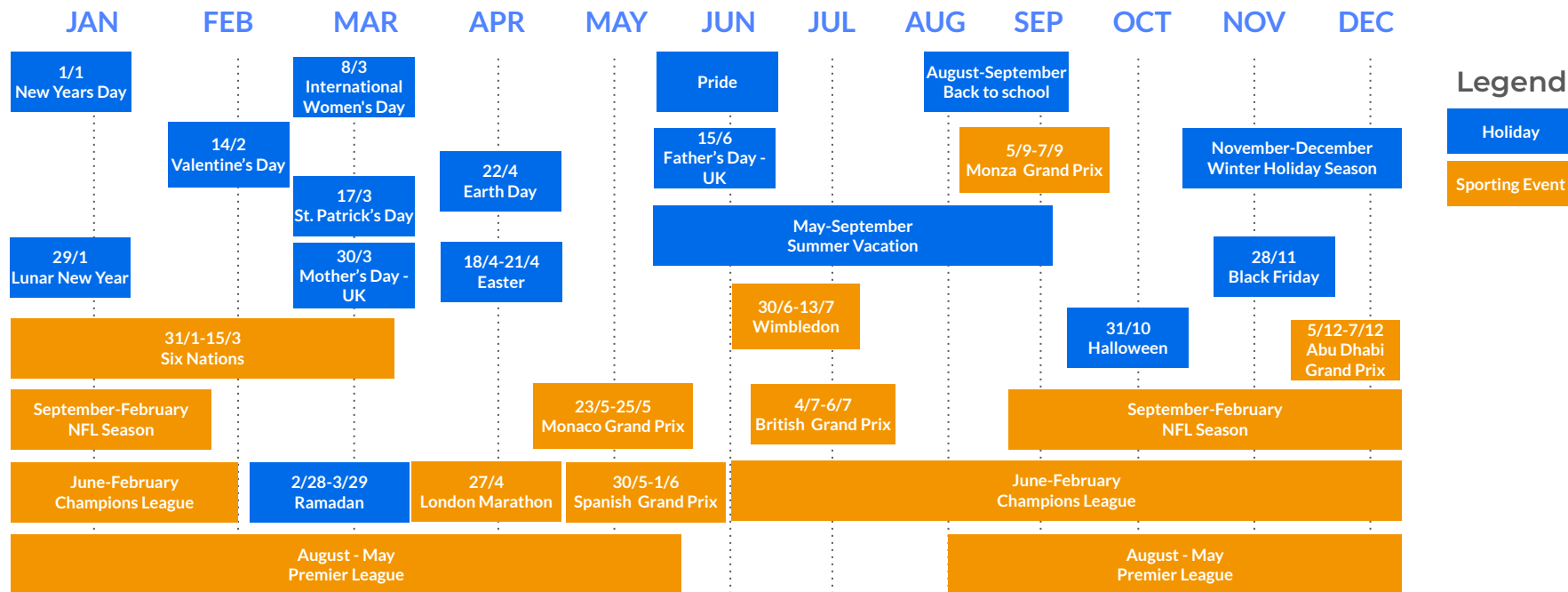


# Tentpole Spotlights



# 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.

**48%**

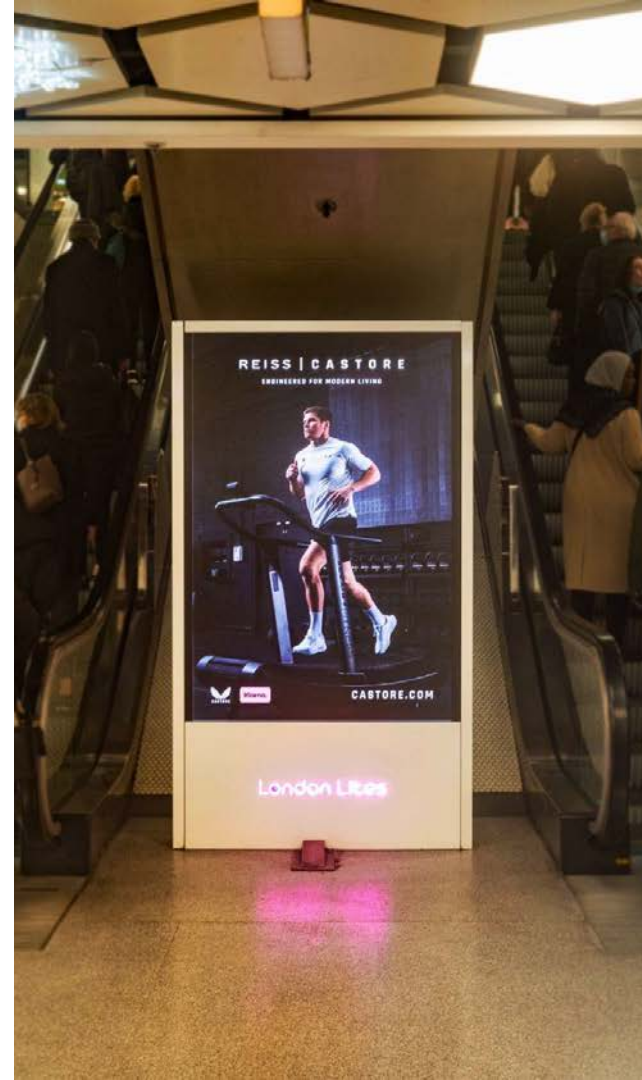
of Britons make a New Year's resolution to exercise more

**45%**

of Britons make a New Year's resolution to eat healthier



Source: Statista, 2024





# 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.

**\$26**  
billion

was spent by consumers on Valentine's Day<sup>1</sup>

**41%**

of Britons shop for Valentine's Day gifts in store<sup>2</sup>

Source: <sup>1</sup>Capital One, 2024, <sup>2</sup>Clint, 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. Champions League and the Grands Prix) 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 spectacles 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 region.

[Click here](#) for more information.

**\$242**  
billion

annual spend on legal sports betting<sup>1</sup>

**67%**

of the global population regularly follow sports<sup>2</sup>



Source: <sup>1</sup>Statista, 2024, <sup>2</sup>YouGov, 2023



# Support for 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





# Tap Programmatic OOH for St. Patrick's Day

Every year, St. Patrick's Day is celebrated in over **200 countries**<sup>1</sup>. Brands can leverage Place Exchange to reach their target audiences in relevant physical contexts like bars, restaurants, grocery stores, and out on the streets where holiday parades are taking place - all with unparalleled scale, flexibility, targeting, and measurement.

[Click here](#) for more information.

**500**  
thousand

attend the St. Patrick's Day parade in Dublin<sup>2</sup>

**28%**

of St. Patrick's Day visitors to Dublin are international tourists<sup>2</sup>

Source: <sup>1</sup>World Population Review, 2024, <sup>2</sup>RTE, 2023



# 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.

**£1.4  
billion**

spent in the UK by  
consumers on gifts  
for Mother's Day<sup>1</sup>

**48%**

of Britons are expected to  
celebrate Father's Day  
with a purchase<sup>2</sup>

Source: <sup>1</sup>Statista, 2024, <sup>2</sup>Mintel, 2024



# Enter the Spotlight at Music Festivals with Programmatic OOH

Tap into Place Exchange's network of premium digital OOH inventory to engage music fans as they head to this year's marquee events.

Leverage Place Exchange's vast footprint of digital OOH inventory coverage across all markets, OOH formats, and venue categories. Place your message in brand-safe physical environments, with complete viewability, across the festival-goer's journey.

**200k+**

people attended  
Glastonbury Festival in  
the UK<sup>1</sup>

**400k+**

fans attended  
Tomorrowland in  
Belgium<sup>2</sup>

**130k+**

fans attended  
Primavera Sound in  
Spain<sup>3</sup>

Source: <sup>1</sup>BBC, 2024, <sup>2</sup>Tomorrowland, 2024, <sup>3</sup>IQ Magazine, 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.

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**68%** of Europeans travel at least once between May and September

**€1,918** the average budget, per family, for a summer trip

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Source: Statista, 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.

€1,086

average spend on BTS  
supplies per primary  
school child

€1,401

average spend on BTS  
supplies per secondary  
school child

Source: Euronews 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!

**£775**  
million

was spent on  
Halloween in the  
UK in 2024<sup>1</sup>

**79%**

of consumers plan to  
buy Halloween items in  
store<sup>2</sup>

Source: <sup>1</sup>Statista, 2024 <sup>2</sup>National Retail Federation 2023



# 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!

**80%**

of European consumers made a purchase during Black Friday 2024<sup>1</sup>

**€323**

average budget per consumer for Black Friday and Cyber Monday spending<sup>2</sup>

Source: <sup>1</sup>Statista 2024, <sup>2</sup>Analyzify, 2024





# Spread Holiday Cheer with OOH

As the 2025 holiday season approaches, European retail holiday sales are expected to eclipse 2024's £309 billion<sup>1</sup>.

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.

**£88**  
billion

is spent on  
holiday gifts in  
the UK in 2024<sup>2</sup>

**€461**

was spent on Christmas  
gifts per family in 2024<sup>1</sup>

Source: <sup>1</sup>Statista 2024, <sup>2</sup>eMarketer 2022



# How to Work with Us

1

## Opportunity

Identify an opportunity and send details to PX at [sales@placeexchange.com](mailto:sales@placeexchange.com):

- 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](mailto: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