Unlock the Power of Programmatic OOH for Automotive

PLACE EXCHANGE

Agenda

1. **Why Programmatic OOH**

2. **Place Exchange Media Offering**

3. **Creative Capabilities**

4. **Measurement**

5. **Appendix: Case Studies**

Auto objectives and goals

- Mass reach at cost-effective CPMs - drive brand awareness, launch a new product, and promote seasonal offerings

- Target audiences with specific demographics and interests

- Build trust amongst consumers

- Deliver memorable, high-impact creative

- Ability to message to audiences with customized real-time content and promotions

- Drive foot traffic to dealerships, digital properties for offers or test drive scheduling, and other bottom of the funnel activities

- Activate an omnichannel strategy

Why Programmatic OOH for Auto advertisers

- **Massive reach at cost-effective CPMs** - compared to more expensive linear TV, CTV, and other digital channels

- **Strategic audience targeting** - leverage first- and third-party data to target against demographics, psychographics, interests, shopping & brand behaviors, media consumption patterns, occupations, and more

- **High-impact life-size digital screens** in premium locations across premium formats

- **Dynamic creative capabilities** to increase relevance and engagement

- **Advanced measurement** - ability to measure desired outcomes

- **Omnichannel approach** - unify DOOH messaging with marketing efforts in other channels

- **DOOH is just another digital screen -** but fraud free, 100% viewable, non-skippable

Examples of Auto advertisers in the top 100 OOH spenders in the US (Source: OAAA)

Increase brand quality, trust, & consumer engagement with OOH

106% increase in perception of brand quality for advertisers that dedicated 15% or more of their ad budget to OOH

85% of OOH viewers find the ads useful

76% of consumers reported OOH ads prompted them to take an action

58% of consumers trust messaging in OOH ads, higher than for *any* other channel

4x more online activity per OOH ad dollar spent than TV, radio and print

Sources: Rapport, OAAA & The Harris Poll, mFour, Nielsen

Drive ROI gains with increased OOH allocation

By applying small, strategic increases to OOH spending, auto advertisers can optimize media performance.

OOH share shift from 1% to 2% results:

75%
Capture of total ROAS optimization

$52 Million
ROAS gain generated

Access a variety of consumer contexts

From highways to elevators, malls to airports, subways to taxis, and arenas to street corners, OOH offers massive reach and high-impact experiences woven into consumers' daily journeys between home, work, shopping, and entertainment.

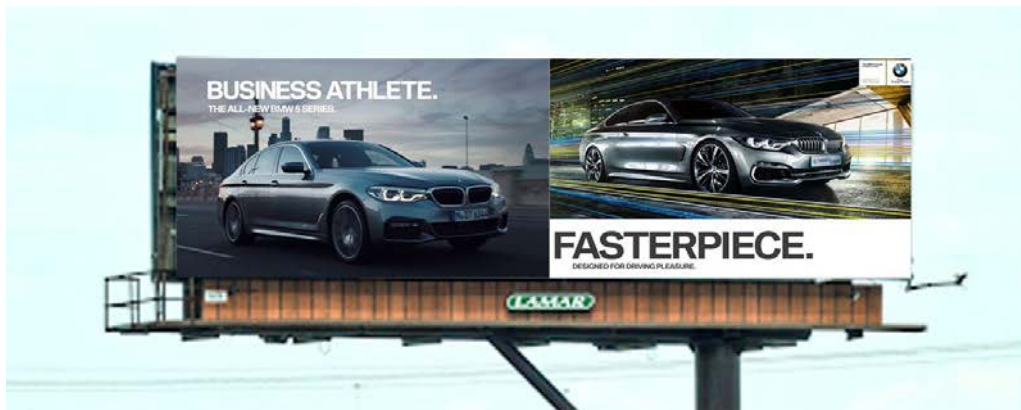# Activate the full-funnel impact of DOOH

Top of the funnel
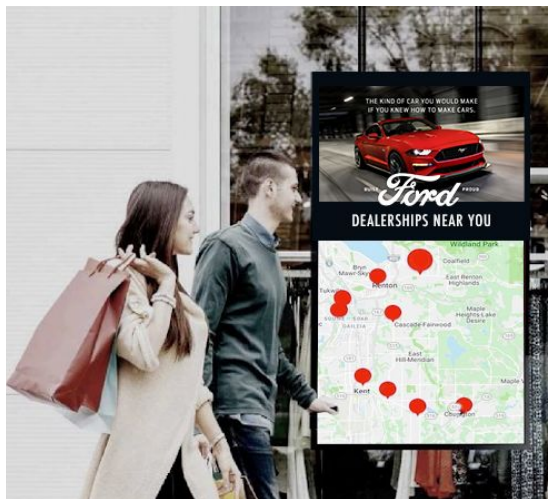Brand awareness, Brand affinity

Middle of the funnel
Promotion offers,
Auto tools and resources

Bottom of the funnel
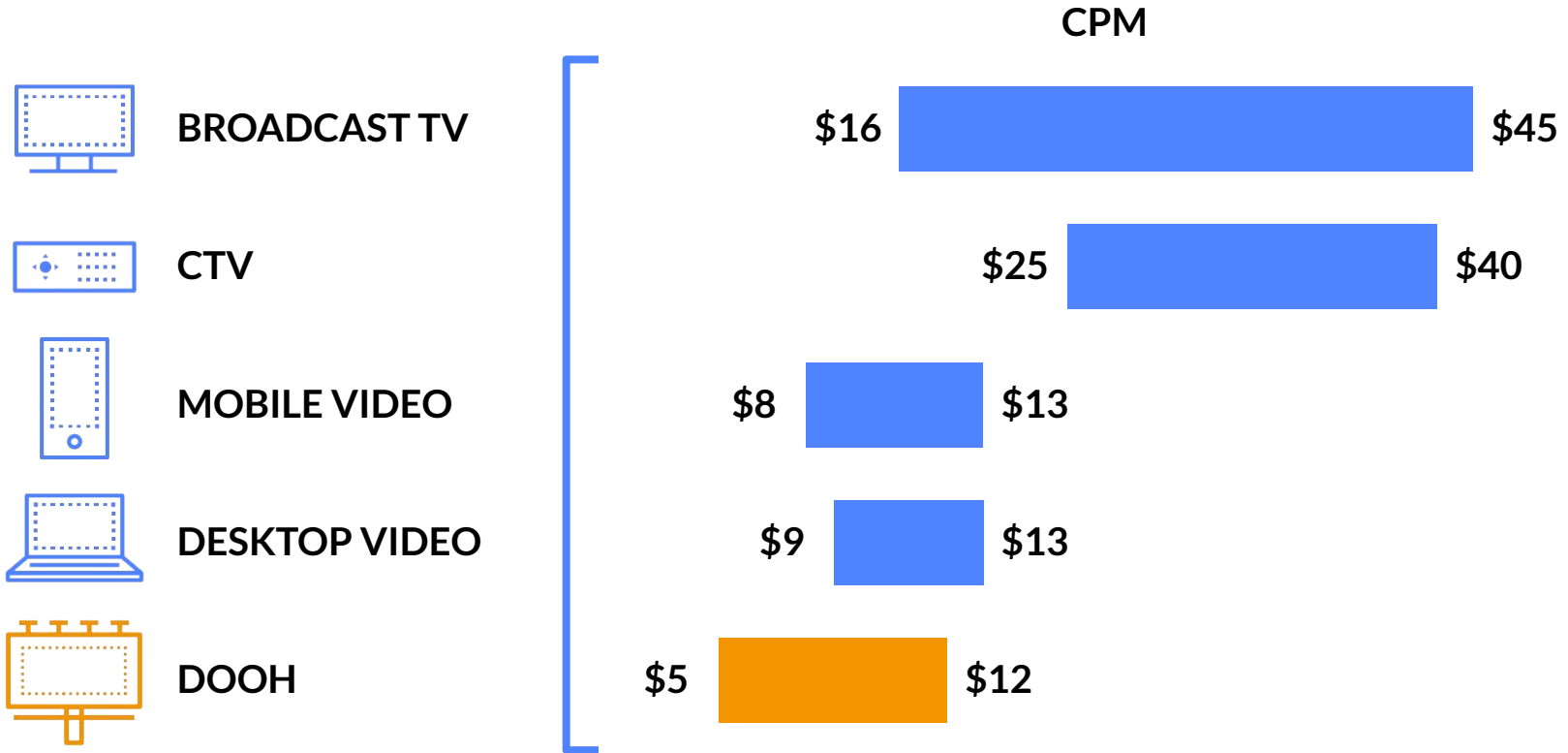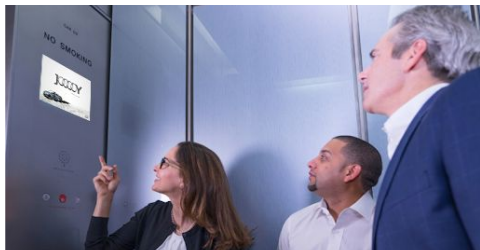QR Scans, Schedule test drive,
Foot traffic

REACH

ACT

CONVERT

Take advantage of high impact media at a lower avg. CPM

CPM

BROADCAST TV $16 ▬▬▬▬▬▬▬▬ $45

CTV $25 ▬▬▬▬▬ $40

MOBILE VIDEO $8 ▬▬ $13

DESKTOP VIDEO $9 ▬▬ $13

DOOH $5 ▬▬ $12

Extend reach at cost-effective CPMs

Access the same audiences using DOOH complementing linear TV with more cost-effective CPMs.

$7.16 DOOH CPM

DOOH CPM is 84% less than linear TV CPM

$45.34 Linear TV CPM

Amplify online ads with DOOH

86% increase in interaction and buyer participation when a CTA is seen across both OOH and paid social ads

87% of consumers were more likely to notice a brand on social media if they were exposed to a DOOH ad

74% of mobile device users reported taking action on their mobile devices following recent exposure to DOOH

46% of adults have performed an internet search after seeing an OOH ad

Place Exchange Media Offering

Place Exchange is the only independent and agnostic programmatic OOH SSP built for an open ecosystem

Place Exchange is directly integrated with all the leading premium OOH publishers across North America

Ensure quality in the DOOH ecosystem with Place Exchange Clear

Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's <u>inventory standards</u>. All inventory is regularly reviewed for compliance.

Consistency

PX standardizes inventory attributes so buyers can transact across diverse DOOH formats. PX ensures consistency of impression counts by vetting each publisher's impression counting methodology, partners, and data sources.

Transparency

PX passes each publisher's media exactly as the publisher presents it with all associated data and no aggregation or bundling for full media transparency to buyers. PX provides proof-of-play validation. There are no hidden fees and no arbitrage.

Compliance

PX prioritizes privacy compliance in all jurisdictions in which it operates. PX is verified by TAG and a member of the NAI. PX requires its publisher partners to certify that they have the legal right to sell and display inventory on their assets.

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.
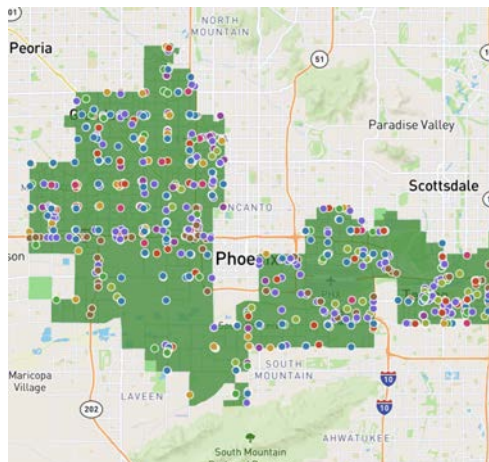
Location Targeting Example:
Car Dealerships

Sample map showing inventory in Chicago within a 5 mile radius of Ford dealerships.

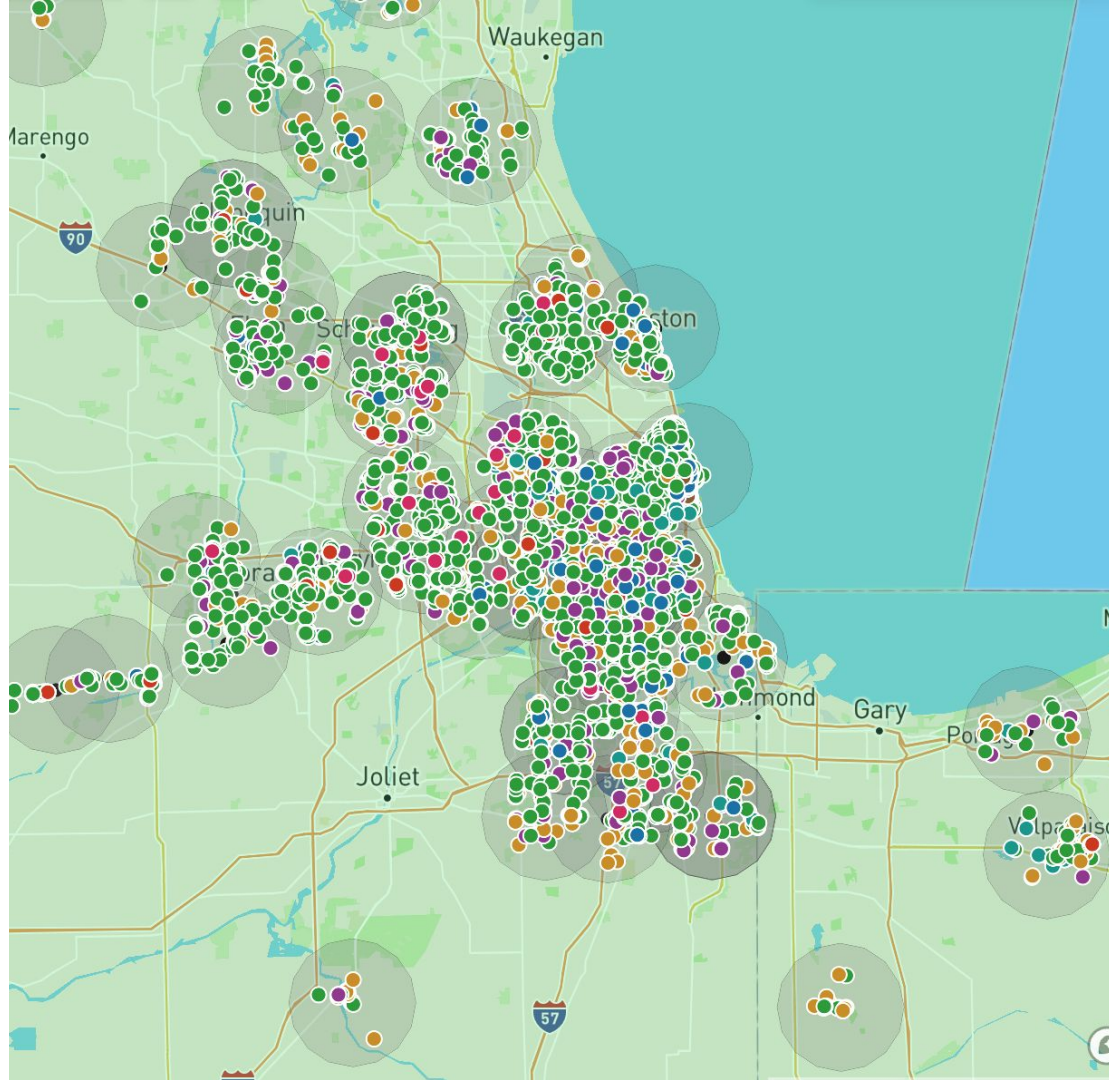| Media Type	
Display Panel	🔵
Screen/TV Monitor	🟢
Kiosk	🟠
Cinema	🔴
Point of Sale	🟣
Billboard	🔵
Elevator Display	🔴
Spectacular	🟢
Ford Dealerships	⚫

Audience Targeting Example:
Car Buyers

Sample map showing inventory in areas of Detroit, MI DMA that have a high population of *consumers who intend to purchase a full size vehicle in the next 12 months.*

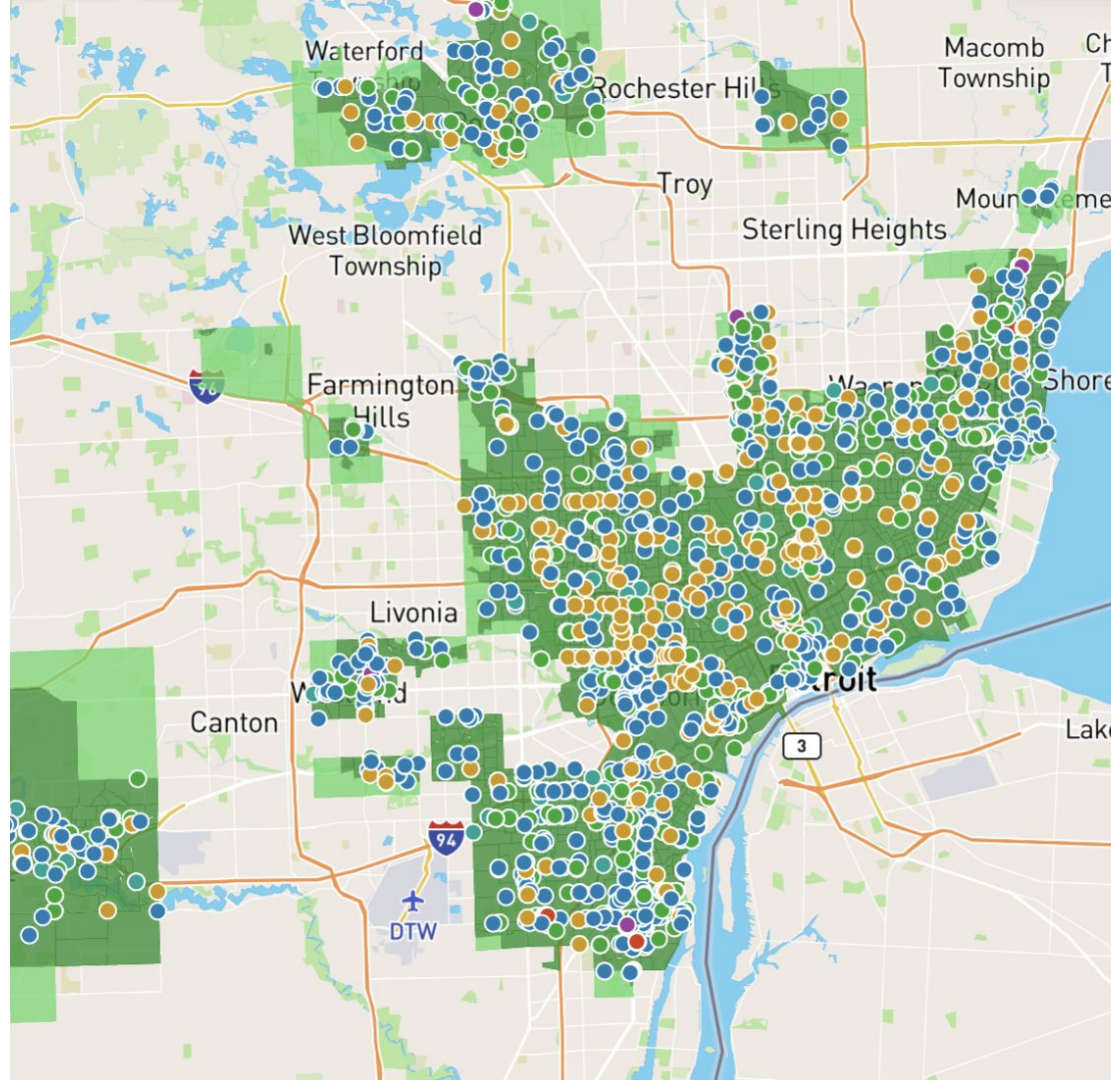| Media Type	
Screen/TV Monitor	🔵
Kiosk	🟢
Point of Sale	🟡
Display Panel	🔴
Cinema	🟣
Billboard	🟢

Drive engagement by retargeting exposed Device IDs across screens

- Retarget exposed DOOH consumers across other programmatic channels
- Cross-screen creative sequential messaging

- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks

Creative Capabilities & Ad Formats

Video

Place Exchange strongly encourages video creatives when possible as our eyes are naturally drawn to movement. Full motion DOOH content is 2.5 times more impactful than static display content.

Repurpose existing TV assets at a more efficient CPM in OOH.

Creative guidelines:

- Length of video should be 15 seconds or less, although longer durations can be supported and may be suitable for stationary audiences and specific venue types (ex. bars, doctors' offices, gyms)
- For mobility contexts, video should play at reduced speed to accommodate for audiences on-the-go
- PX can seamlessly adapt your social media and in-app vertical video creatives to portrait-mode screens
- Audio may be supported in some contexts

Simplified creatives for buyers

While there are thousands of native sizes in OOH, Place Exchange has worked with publishers to simplify the process for buyers. With just a few of the most frequently used creative sizes, you can access **85%** of all Place Exchange inventory:

Top 4 video sizes (15 sec duration)

- 1920x1080
- 1080x1920
- 1400x400
- 1280x960

Top 4 display sizes

- 1920x1080
- 1080x1920
- 1400x400
- 840x400
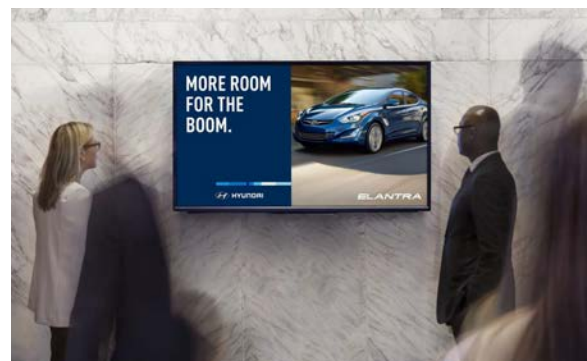
Place Exchange's Dynamic Creative Solution

Customize your DOOH creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered

- Modify messaging based on relevant data inputs (e.g., weather, sports scores, etc.)

- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types

- Activate dynamic creative for DOOH through your preferred DSP

Call to Action

Supported Call to Actions (CTA) include QR codes, SMS text, short-link URLs, social media hashtags, emails, and more.

Measurement benefit: Adding a CTA to your OOH creatives can enable you to directly track "click-through" response

Creative benefit: Adding a CTA that links to more information can create a more engaging and less cluttered creative
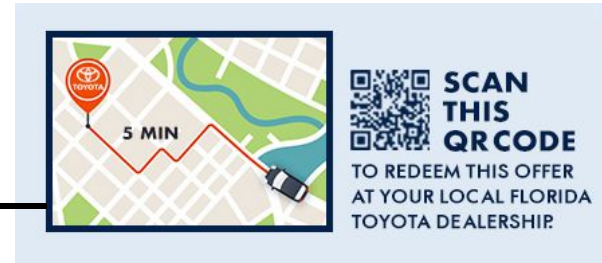
Visuals for illustrative purposes only

Measurement & Innovation in DOOH

Campaign Impact Measurement

Place Exchange enables marketers to decisively measure the business impact of programmatic OOH campaigns - from brand lift and engagement metrics to performance and conversion metrics.

Example metrics supported

- Branding
- Engagement
- Online and Offline Conversions

Below is a sample set of 3rd party measurement partners we support. Place Exchange can recommend the right measurement partner for your specific campaign needs or easily integrate with your existing/preferred partner(s).

PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the <u>OAAA OOH Impression Measurement Guidelines</u>, offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving

- Aggregate population and segment-specific reach, frequency, and impression measurement

- National and DMA-level reach, frequency, and impression measurement

- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases

Powered by an omnichannel vision, our differentiators set us apart

- **Premium supply** in real-world physical contexts at cost-effective price points

- **Single source** for all DOOH media with massive scale

- **Creative simplicity**

- **Full-funnel** applications

- **Strategic targeting** with precision

- **Flexibility and control** over media owner, location, days, times

- **Advanced measurement** capabilities
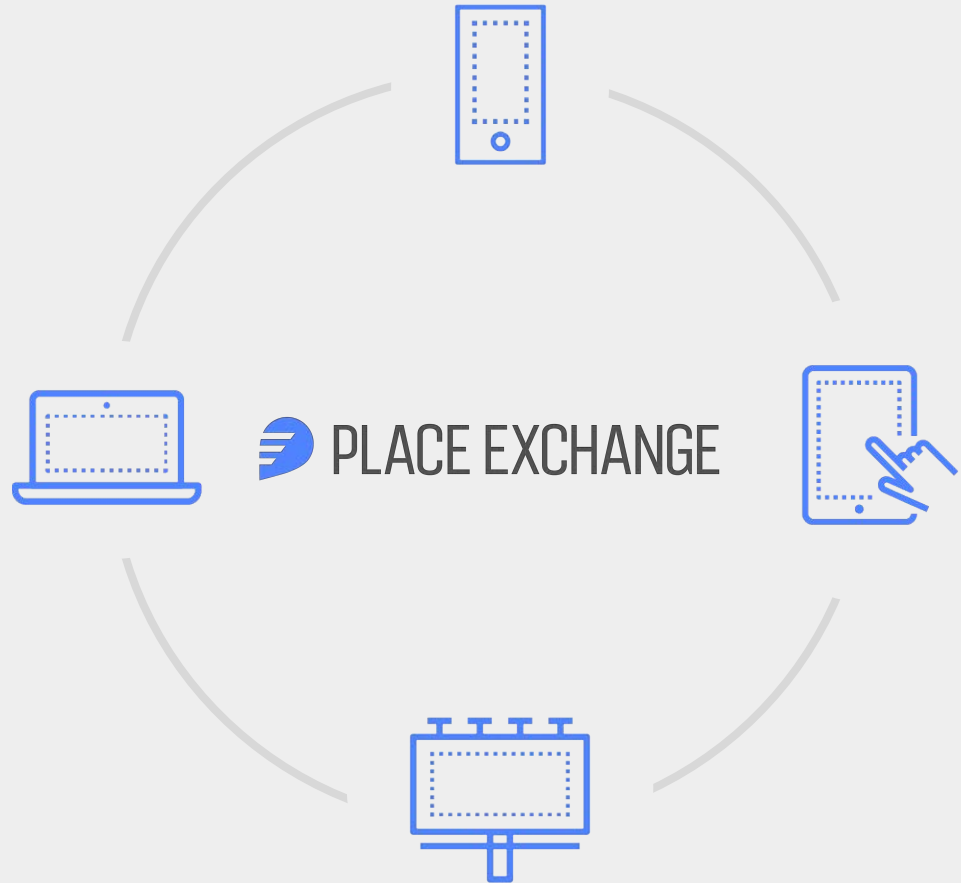
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Unlock the real power of OOH

sales@placeexchange.com

Appendix

Case Study
Premium All-Electric SUV

Overview

A leading luxury automotive OEM aimed to drive awareness of their brand new, all-electric SUV among those in-market for an electric vehicle (EV) at EV charging stations in 4 key markets: Los Angeles, New York, Chicago, and Miami

Place Exchange was tapped to programmatically deliver ads on Volta's premium EV charging DOOH displays to reach their desired target audience.

The brand wanted to see a demonstrated brand lift as a result of the campaign.

Campaign Results

Overview of eight-week-long flight :

18 **million**

total impressions delivered by
Place Exchange to target
audiences in key markets

Brand study results, demonstrate brand lift across recorded metrics:

Measured by **REVEAL MOBILE™**

157.9% increase in ad recall
10x above the Reveal benchmark range of 13%-16%

63.9% increase in brand favorability
13x above the Reveal benchmark range of 4%-5.5%

19.4% increase in brand awareness
2.5x above the Reveal benchmark range of 6%-8%

The campaign ran on Volta charging screens in a variety of venues.