

Tap into the Spending Power of Baby Boomers

The ability to deliver dynamic high-impact messaging in a wide range of physical contexts positions DOOH as an effective and trusted marketing channel to engage the Baby Boomer generation - currently responsible for 70% of all disposable income in the US¹. With 87% of Baby Boomers preferring in-store shopping over online shopping², DOOH can influence the buying decisions of this demographic by reaching them on the path to purchase, in malls and retail stores, airports, doctor's offices, and more.

\$548 billion

of yearly spending power is held by Baby Boomers,³

70%

of Baby Boomers say they are more likely to remember an ad if they see it on a digital billboard⁴

57%

of Baby Boomers are more likely to take action and purchase after seeing an OOH ad⁴

69 million

Baby Boomers in the US, making it the 3rd largest generation in the U.S.⁵

Source: ¹Morgan Stanley, ²TD Bank, ³Business Insider, ⁴Clutch, ⁵Statista

Pursuant Health



Intersection - Air

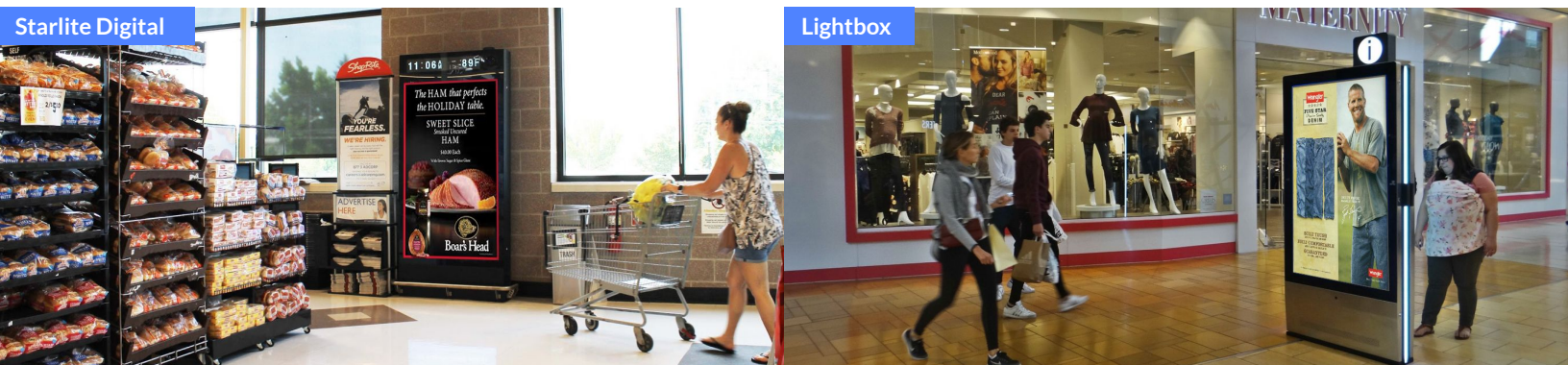


Reach Baby Boomers during the buying decision process with Place Exchange's Retail Media Network

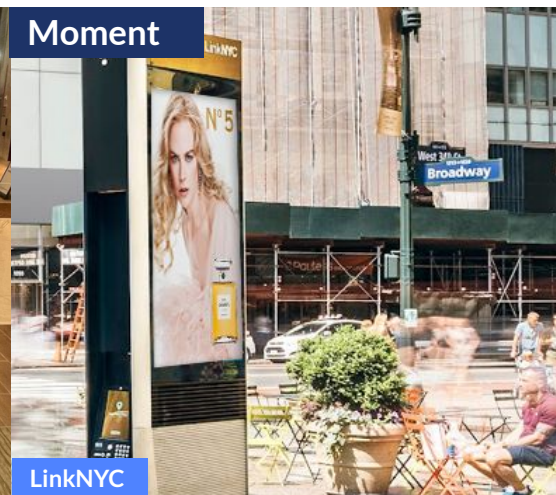
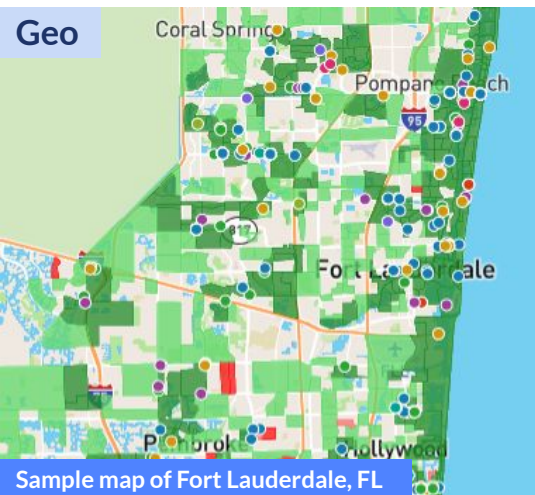
- Unmatched scale of premium retail media inventory
- Deliver engaging, high-impact display, video, and audio creative woven seamlessly into the shopping experience
- Unify in-store messaging with retail marketing efforts in other channels

83% of Baby Boomers purchase majority of consumer products in stores

Source: Statista 2022



Target Baby Boomers by location, POI, venue types, and more



Locations that index high against Baby Boomers (ages 57-75)

- Naples, FL
- Phoenix, AZ
- San Diego, CA

Venue categories that Baby Boomers frequently visit

- Grocery stores
- Malls
- Doctor offices

Cultural events with high Baby Boomer attendance

- Theater performances
- Museum exhibitions
- Sporting events