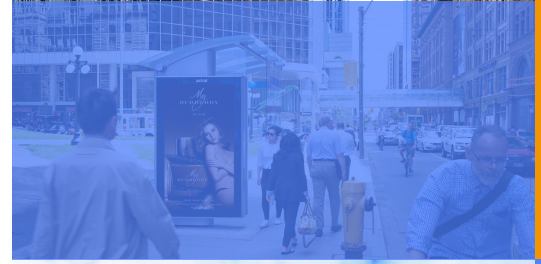


Unlock the power of programmatic OOH in Canada

Access over 10 billion impressions each month from Canada's leading digital OOH publishers across all formats directly through your DSP.



Ads Alfresco



ALLVISION



ATMOSPHERE

astral

brandedcities

CAPTIVATE



OUTFRONT



TouchTunes



Unmatched Scale

- Over 10 billion monthly OOH impressions with full coverage across the major Canadian provinces
- Access to Canada's top media owners including: Astral, Branded Cities, OUTFRONT, Pattison, and Roger's Sports & Media
- [Place Exchange Clear](#) certification program delivers buyers quality, consistency, transparency, and compliance in supply

Seamless Execution

- Standard DSP campaign setup
- True impression-based buying, budgeting, and pacing
- Open auction RTB, PG and PMP deal support
- Video & display support using standard IAB or custom creative assets
- Audience, geo, daypart, publisher and venue targeting
- [Dynamic creative](#) executions across various OOH formats

Measurable Impact

- Log-level impression data, including device IDs for exposed users
- Unified device-level attribution & performance (CPA, ROI) reporting with other channels
- Seamless retargeting of OOH-exposed users across channels
- [PerView](#) reach & frequency measurement pre/mid/post campaign

Complete Transparency

- Granular impression-level reporting, with support for 3p impression tracking
- No markups, hidden fees, or media bundling
- Proof-of-Purchase for all campaigns

OOH provides high-impact messaging in the physical world, with complete viewability, built-in brand safety, and no bots.