

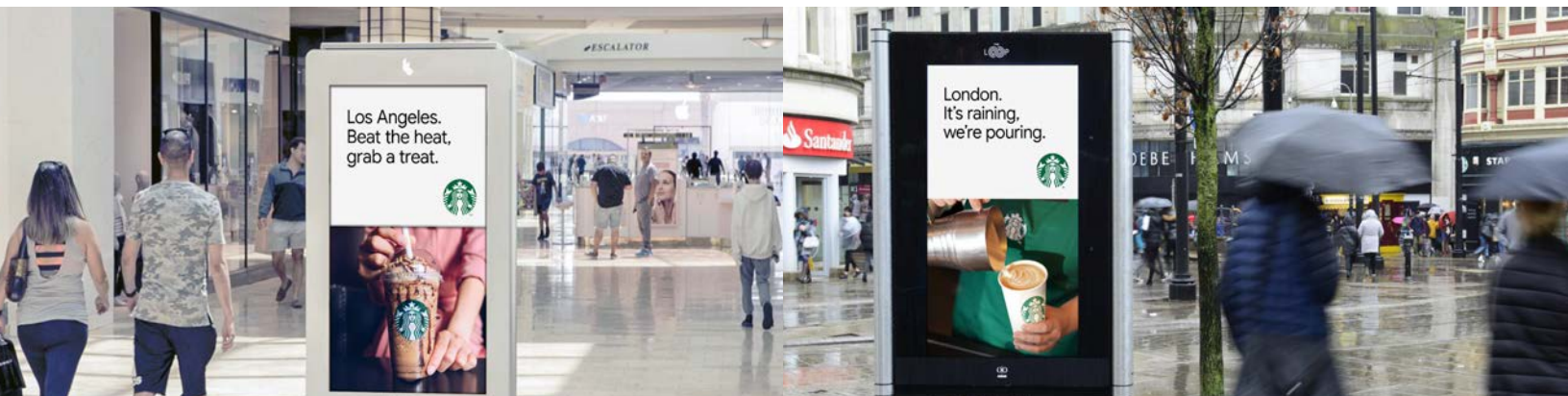
Capture Consumer Attention with DOOH Dynamic Creative



Place Exchange has developed the capability to serve true dynamic creative on its vast network of Digital OOH screens, giving advertisers the ability to tailor messaging and maximize real-time relevance. From weather triggers, to sports scores, to product SKUs and more, advertisers can now leverage the power of dynamic creative to automate personalization at scale as never before.

Key Features

- 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 any DSP



Option 1: Dynamic Creative Express Campaigns

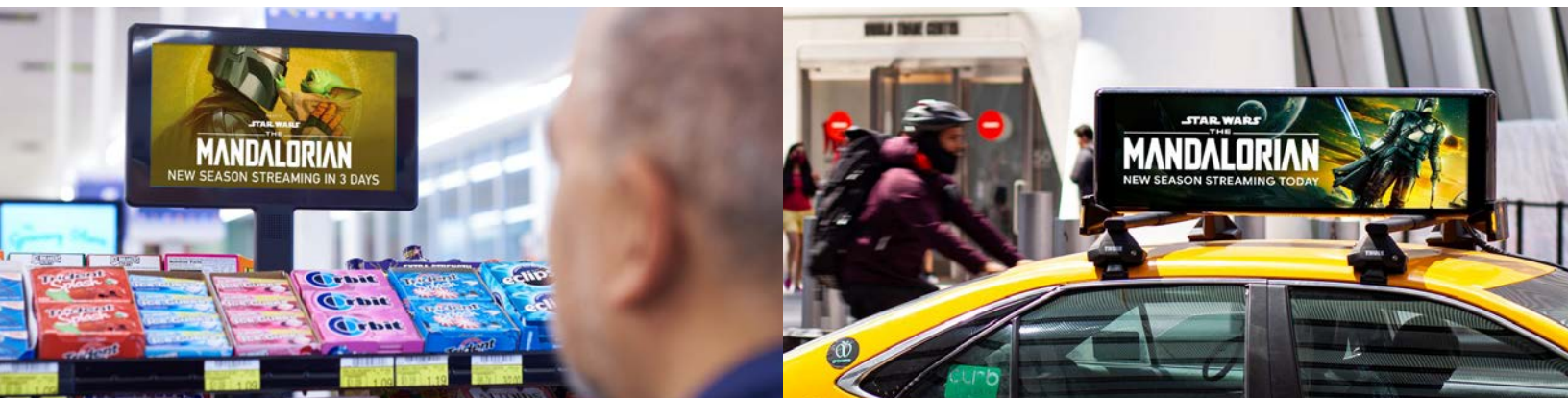
Place Exchange offers a 2-week expedited workflow for activating dynamic creative express executions. Advertisers will use a Place Exchange dynamic creative express form to input all the assets and details required to configure the campaign behavior.

Examples of Express Campaign Types

- **Location Customization** - showcase a local offering unique to a specific location
- **Weather Customization** - feature weather at screen location
- **Countdown** - incorporate a daily countdown to your message
- **Time Customization** - schedule a product promotion by market, day of week, time of day
- **Sports Scores** - display live sports scores, game schedules, and betting odds for major North American sports teams

Requirements

- Dynamic creative fee: \$1.00 CPM
- Minimum spend commitment: \$100,000 per campaign
- Estimated time to activation: 2 business weeks
- Required inputs: [Place Exchange dynamic creative express form](#)



Option 2: Dynamic Creative Custom Campaigns

Place Exchange has the capability to launch dynamic creative executions beyond the express use cases. Advertisers can share their campaign details and creative concepts with us and we will bring them to life.

Examples of Custom Campaign Types

- **Mapping or Navigation** - directions or time to a location
- **Custom data sets or APIs** (not supplied by Place Exchange or advertiser) - examples: social feeds, news feeds, stock market ticker, etc.
- Other use cases are available upon request

Requirements

- Dynamic creative fee: \$1.00 CPM
- Minimum spend commitment: \$250,000 per campaign
- Estimated time to activation: 4 business weeks
- Required inputs: Reference [the Place Exchange Dynamic Creative Activation guide](#) for launch requirements

