

Score Big With DOOH

As more states have legalized sports betting, and as state lotteries such as Powerball and Mega Millions continue to create record jackpots, Digital OOH has proven to be a highly effective channel for statewide messaging - from generating awareness to driving participation. Reach sports betting fans and lottery players with Place Exchange's high impact inventory - whether they're traveling to or already at a stadium, sports bar, or convenience store, Place Exchange allows you to target your audience with timely messaging, including dynamic creative capabilities that display the latest betting lines or lottery jackpots.

\$100
billion

annual average spent on state lottery tickets in the United States¹

\$747
billion

spent globally on legal sports betting in 2022²

Source:¹NPR 2023,²Yahoo Finance 2022



National Retail Solution | Deliver messaging at the point of purchase



Outfront | Reach and influence consumers on their daily commutes

For information on inventory restrictions for gambling campaigns, please reach out to the PX sales team for guidance.

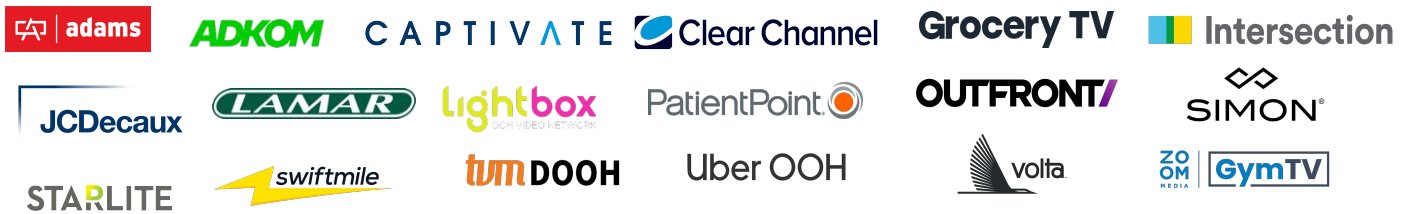
Contact sales@placeexchange.com to learn more

Capture Consumer Attention with DOOH Dynamic Creative

Place Exchange has developed the capability to serve true dynamic creative on 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, marketers can now leverage the power of dynamic creative to automate personalization at scale as never before.

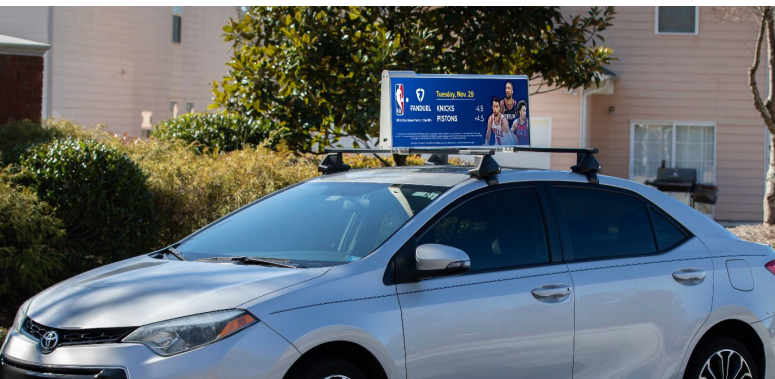
Key Benefits:

- Customize messaging based on a wide variety of data triggers
 - Lottery jackpot and prizes per state
 - Sports odds, team names, and game times for local games
- Generate higher relevance and engagement
- Seamlessly activate your dynamic creative campaign across many Place Exchange publishers at once, including:



with more coming soon!

- Access dynamic creative campaign reporting in your DSP alongside other programmatic channels



Uber | Deliver brand messaging to commuters on the move



Captivate | Capture the attention of professionals at the office