

Unlock the Power of Real Programmatic Out of Home



A busy city street, likely Times Square in New York City, is shown with a semi-transparent orange overlay. The street is filled with people walking and cars. Numerous billboards and signs are visible, including one for 'GET TICKETS HERE!' and another for 'FIJI'. A 'ONE WAY' sign is also present on the left. The overall scene is vibrant and captures the energy of a major urban center.

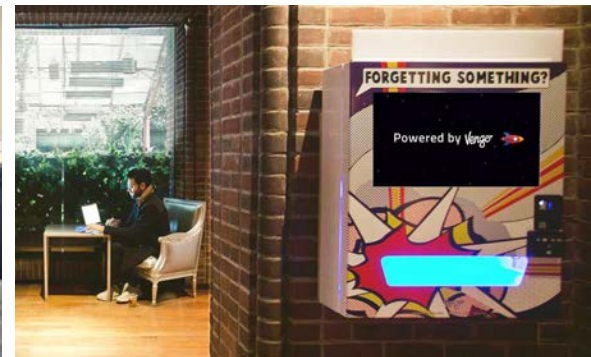
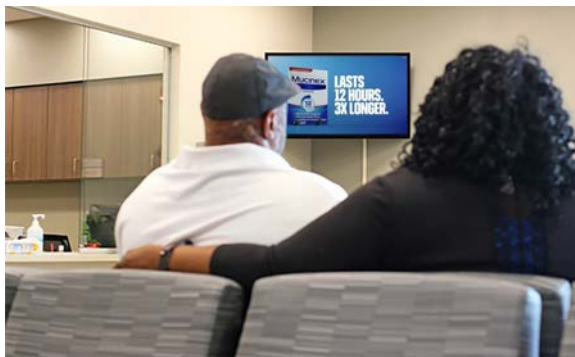
Place Exchange's mission is to transform the entire OOH channel to be truly programmatic for buyers and sellers.

OOH takes marketing from the tiny confines of personal devices, to the broad canvas of the physical world...



...giving brands access to a wide 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.





OOH is a medium that's proven to drive results

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

58%

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

46%

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

4x

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



Place Exchange was built to combine the benefits of OOH...



- Massive reach of target audiences
- High-impact, human-scale creative
- Real-world presence & retail proximity
- No bot fraud, built-in brand safety
- 100% viewable, no ad blocking or skipping



...with the power of
programmatic execution and
measurement



- Unified campaign workflow
- Common transaction currency
- Creative asset compatibility
- Integrated data & reporting
- Device-level attribution

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

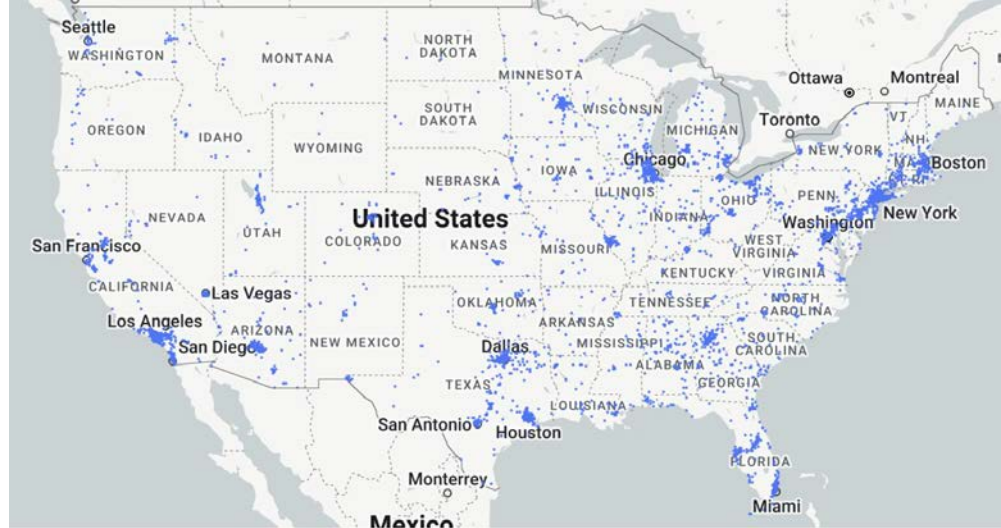


Vast coverage of all major
OOH formats and venues

USA

122 billion impressions

790 thousand screens

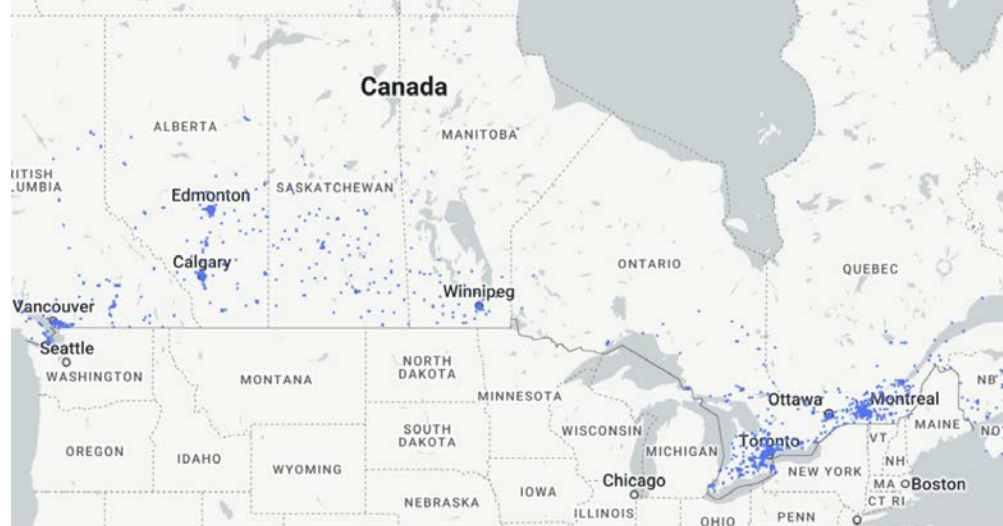


Vast coverage of all major
OOH formats and venues

CANADA

20 billion impressions

43 thousand screens



Vast coverage of all major
OOH formats and venues

EUROPE

52 billion impressions

27 thousand screens

Countries include: UK, France, Germany, Italy,
Netherlands, Scandinavia, Spain, Portugal,
Belgium, Finland, Ireland



Vast coverage of all major OOH formats and venues

LATAM

21 billion impressions

27 thousand screens

Countries include: Argentina, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Paraguay, and Peru



Place Exchange ensures quality in the Digital Out of Home ecosystem with **Place Exchange Clear**



Quality

All PX OOH media partners agree to the rigorous requirements of Place Exchange's inventory standards. 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.

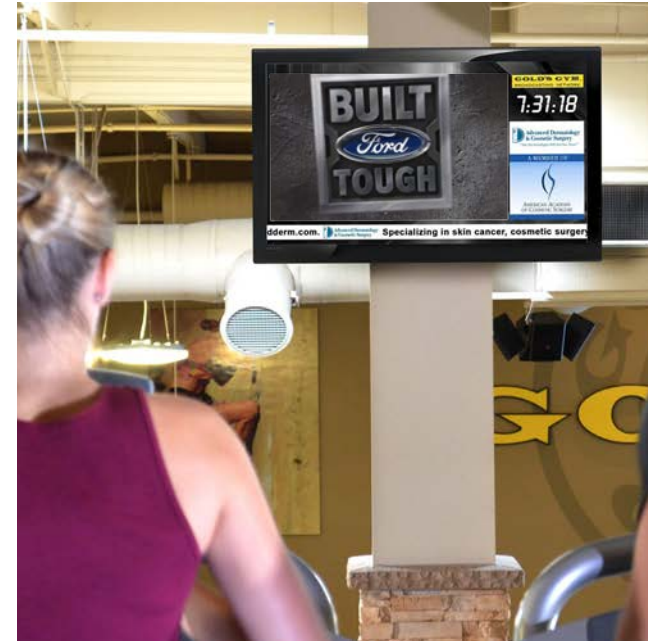
Transparency

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.

Create a “look-up” experience in a “look-down” world with always-viewable, bot-free, unskippable video



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

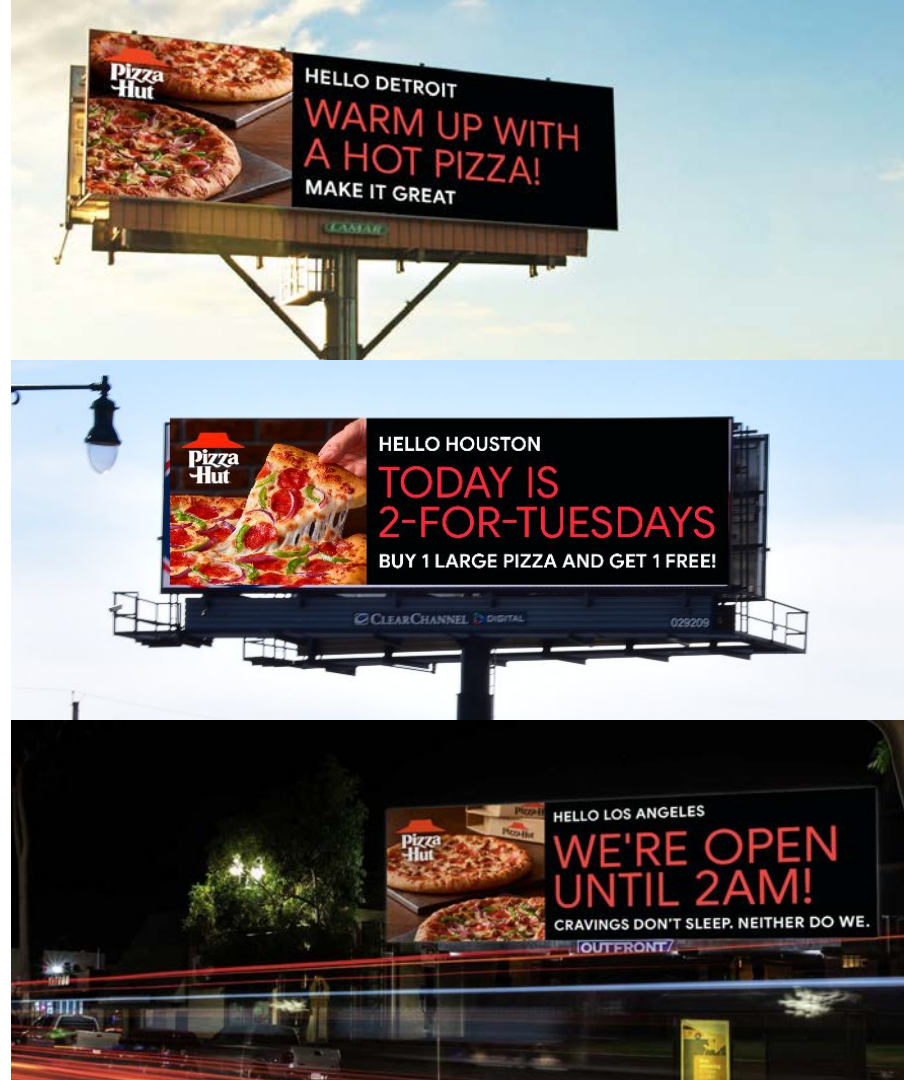
- 1920x1080
- 1080x1920
- 1400x400
- 840x400



Place Exchange's Dynamic Creative Solution

Customize your digital out-of-home (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



Dynamic Creative Examples

Showcase local offering



Schedule product promotions



Incorporate daily countdowns



Adapt messaging based on weather



Flexible programmatic buying formats

Open Auction & Always-On Deals

- Auction based buying (fixed/floor)
- Always-on supply
- Immediate activation & targeting capabilities via DSP
- No commitment - optimize, pause, cancel at any time

Private Marketplace (PMP)

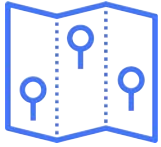
- Auction based buying (fixed/floor)
- Customized screen list based on targeting criteria
- Evergreen / Always-On Deals with media owners
- No commitment - optimize, pause, cancel at any time

Programmatic Guaranteed (PG)

- Fixed SOV and screen mix
- Highest priority
- Guaranteed budget fulfilment and impressions
- Locks in desired inventory and pricing



Leverage robust OOH targeting capabilities to reach your audience



Location

Enable location targeting at any desired level of granularity.

Location Examples:

- Lat/Long coordinates
- Points of Interest (POI)
- Business locations
- Custom geofences
- Zip codes
- Cities / DMAs



Physical Context

Target based on the right physical context or venue for any message.

Context Examples:

- Business districts
- Nightlife districts
- Retail venues
- Sporting venues
- Transit stations



Audiences

Match 1st and 3rd party audiences to locations, delivering ads to the places where those audiences index highest.

Audience Examples:

- Website visitors
- Current customers
- Demographic segments
- Psychographic segments
- Behavioral segments

Audience Targeting Example: Home Intenders

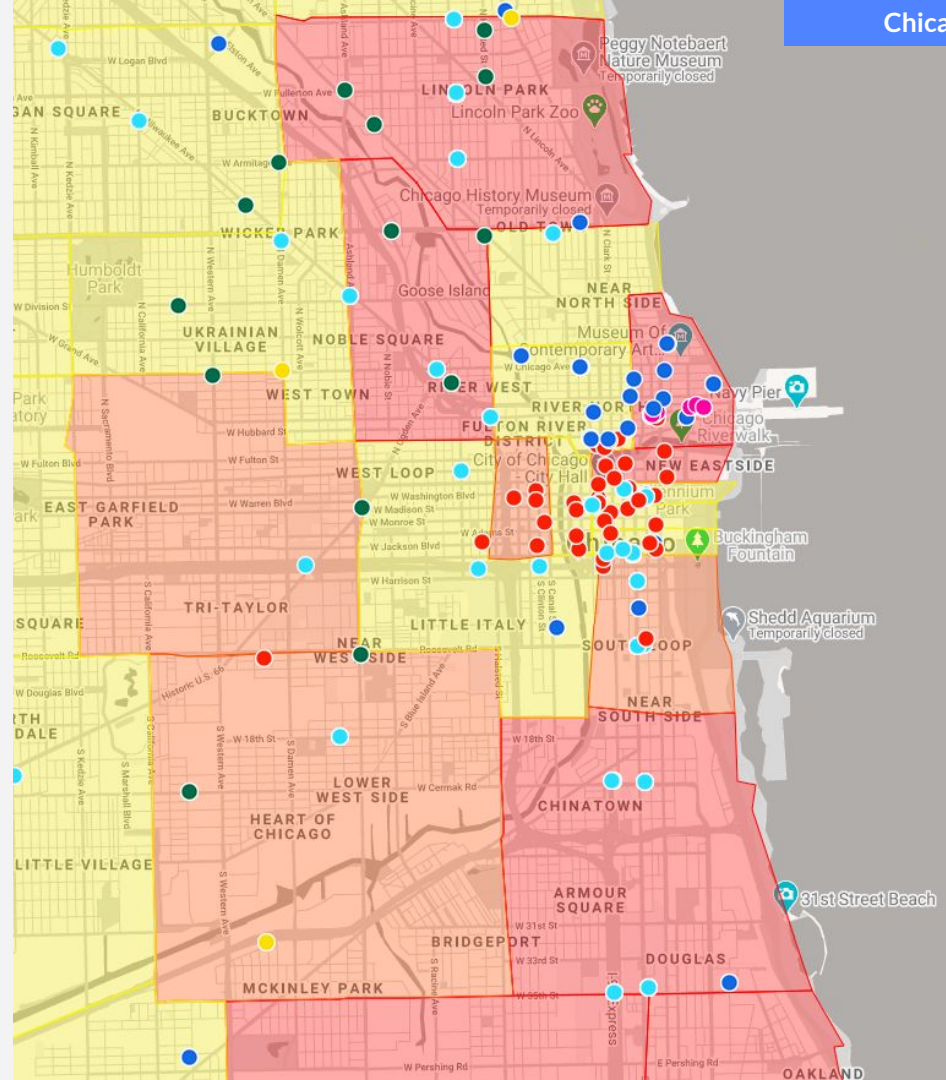
Place Exchange OOH media indexing high against audience of **Home Intenders**, as defined by client's 1p data

Legend

Highest Concentration (Index 130+) ■

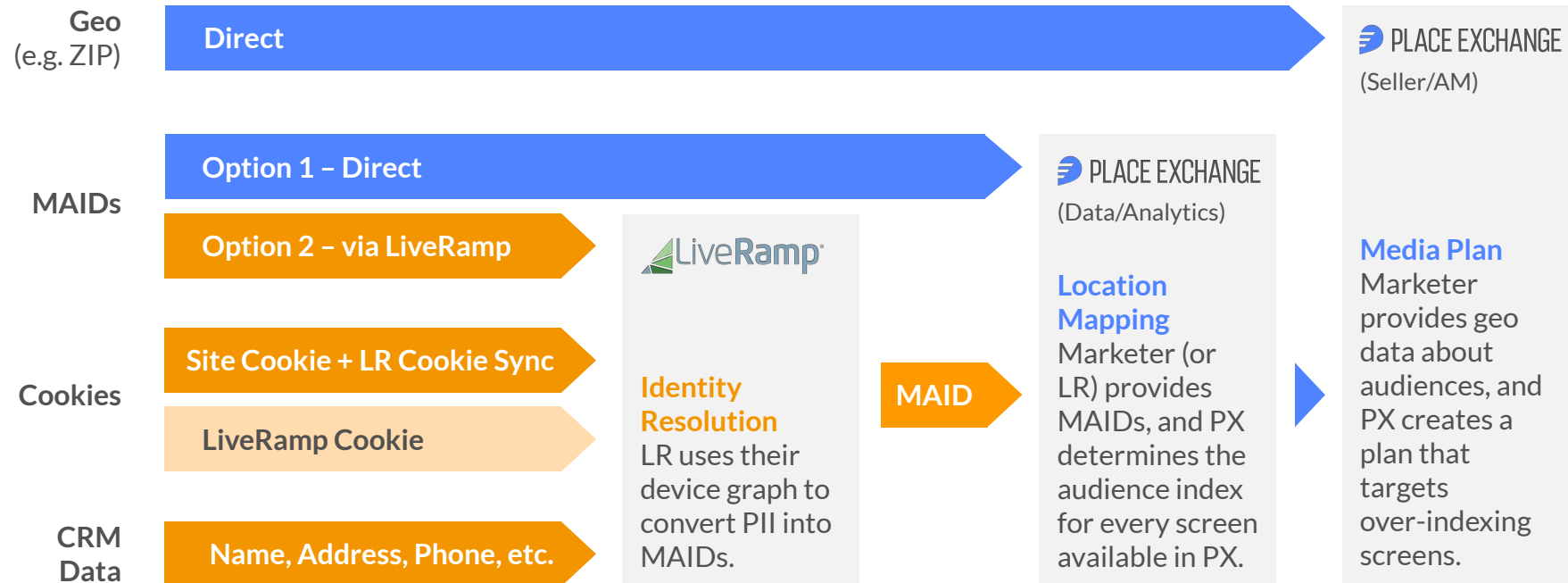
Medium Concentration (Index 100-129) ■

Below Average Concentration (99-) ■



Using audience data for targeting on Place Exchange

How does audience data get from brands & agencies to Place Exchange?



Campaign execution & optimization

Place Exchange's proprietary integration with omnichannel DSPs enables buyers to optimize campaigns mid-flight.

Optimization levers

- Publisher / Network
- Screen / Venue
- Creative
- Location
- Time of day

Track conversions & events

- Site/app page visits
- Digital conversions (CPA/CPL)
- Shopping cart value



Measure the full-funnel impact of DOOH

Place Exchange's unique ability to capture and pass **mobile IDs** means marketers can perform digital attribution and decisively measure impact.

Metrics supported:

- Cost per Page Visit
- Cost per Conversion
- ROI / ROAS
- Baseline or incrementality / lift

Upper funnel branding and engagement metrics can also be enabled, including brand awareness and affinity, purchase intent, tune-in, and foot traffic, and more.





PerView™ Reach & Frequency Measurement

Place Exchange's proprietary PerView™ solutions, developed in line with the [OAAA OOH Impression Measurement Guidelines](#), offer the ability to measure reach, frequency, and impressions for any media plan or OOH network.

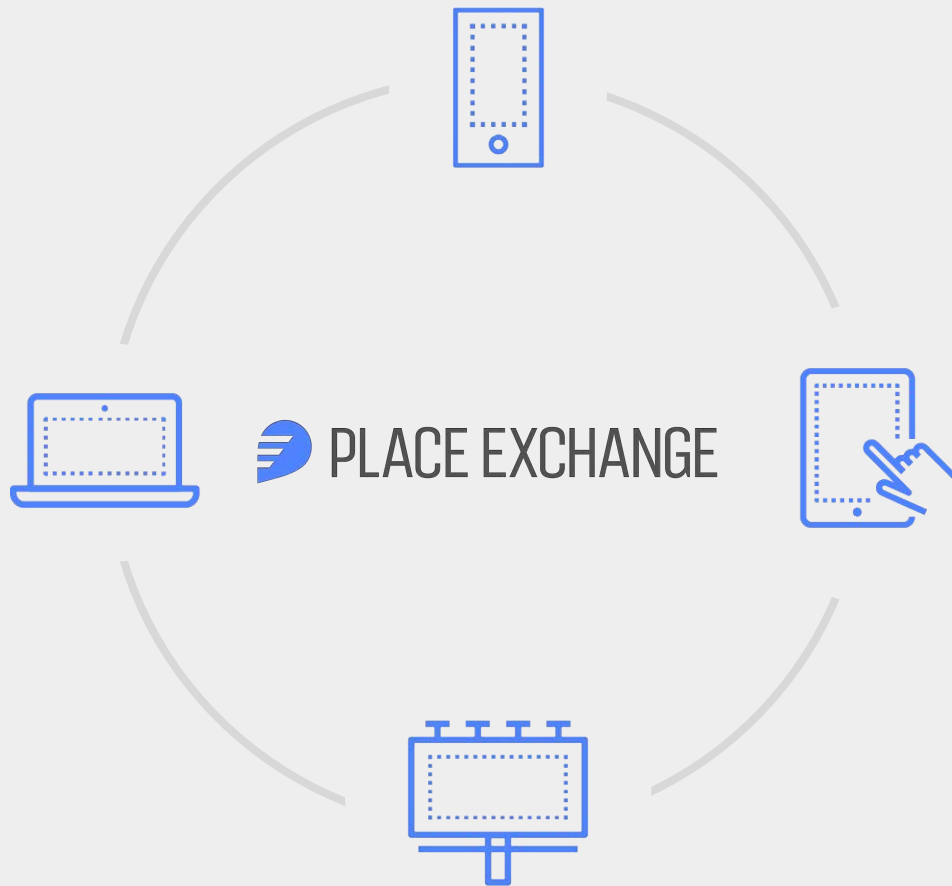
- Deduplicated reach, frequency, and impression measurement across all OOH publishers, venues, and asset types — including digital and static, outdoor and indoor, stationary and moving
- Aggregate population and segment-specific reach, frequency, and impression measurement
- National and DMA-level reach, frequency, and impression measurement
- Support for pre-campaign (planning), mid-campaign (optimization), and post-campaign (validation) use cases

See the measurable impact OOH can deliver when seamlessly executed through the same systems and measured with the same data as other programmatic channels.



Powered by an omnichannel vision, our differentiators set us apart

- Access to more premium supply, fully certified by Place Exchange Clear
- Unified campaign workflow
- Device-level attribution
- Integrated data and reporting
- Completely transparent
- 3PAS tracking support
- Creative asset compatibility



Real programmatic out of home.

Place Exchange unifies execution, reporting, and attribution for OOH with other programmatic channels for the first time. All with unmatched scale, full transparency, and built-in brand safety.



Unlock the real power of OOH.

sales@placeexchange.com

