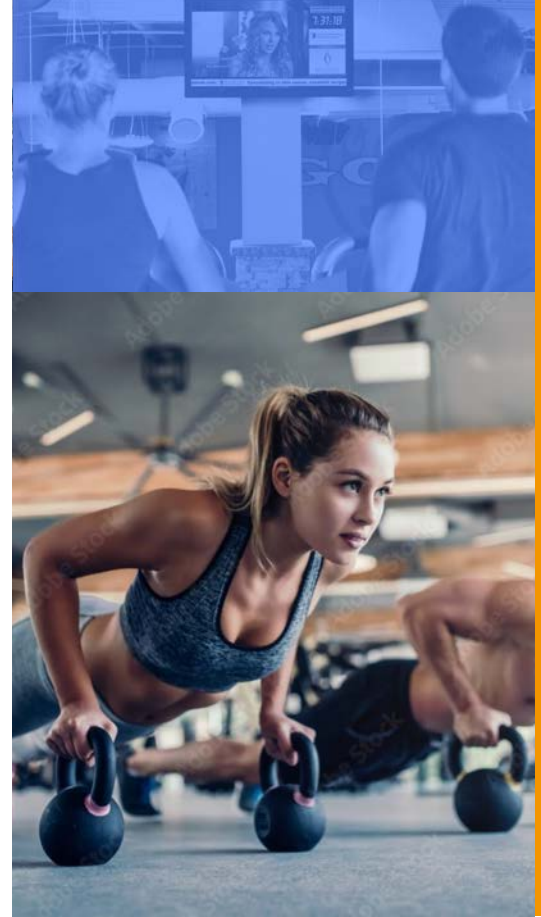


Getting Fit with Place Exchange

Activate OOH programmatically

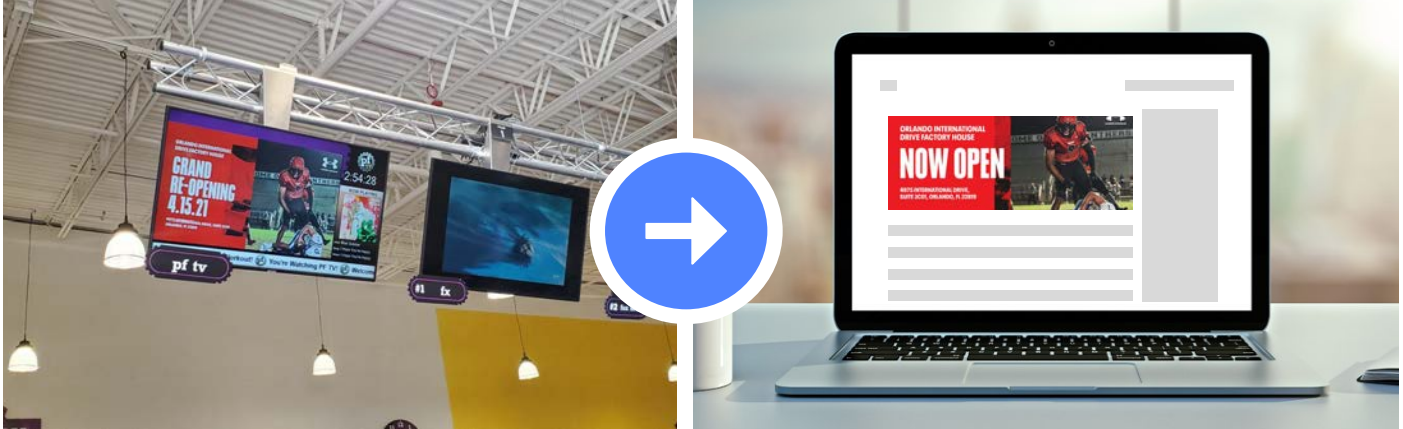
Consumers are ready to dive back into healthy lifestyle choices and marketers have the unique opportunity to meet them with fresh messaging in high intent areas.



Seamless Programmatic Execution

- Access premium OOH inventory in TTD via flexible buying formats: Programmatic Guaranteed, Private Marketplace (PMP), and PX Always-On Deals
- Video and display support using existing or custom creative assets
- Complete transparency around media buys—access impression, engagement, and spend reporting directly through TTD UI
- Support for 3rd party ad server reporting, including impression and engagement metrics tracking
- Advanced targeting capabilities by publisher/screen, location, physical context, and audience segments
- Device-level data passback for retargeting, analytics, and optimization all within the TTD UI
- Ability to drive and measure impact at every stage of the funnel (e.g., brand awareness, foot traffic, online conversion)
- Unified device-level attribution with other programmatic channels

Drive engagement by retargeting exposed Device IDs across screens



- Retarget viewers with various brand narratives
- Cross-screen creative sequential messaging
- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks

Reach viewers throughout their daily journeys with high impact creatives

Audiences

PX can match **1st and 3rd party audiences** to locations, delivering ads to the places where **fitness** audiences index highest.

Physical Context

The PX taxonomy of the physical world enables targeting based on the right physical context for any message.

Location

PX enables location targeting at any level of granularity, from distinct **gyms and health clubs** to custom geofences, zips, or DMAs.

