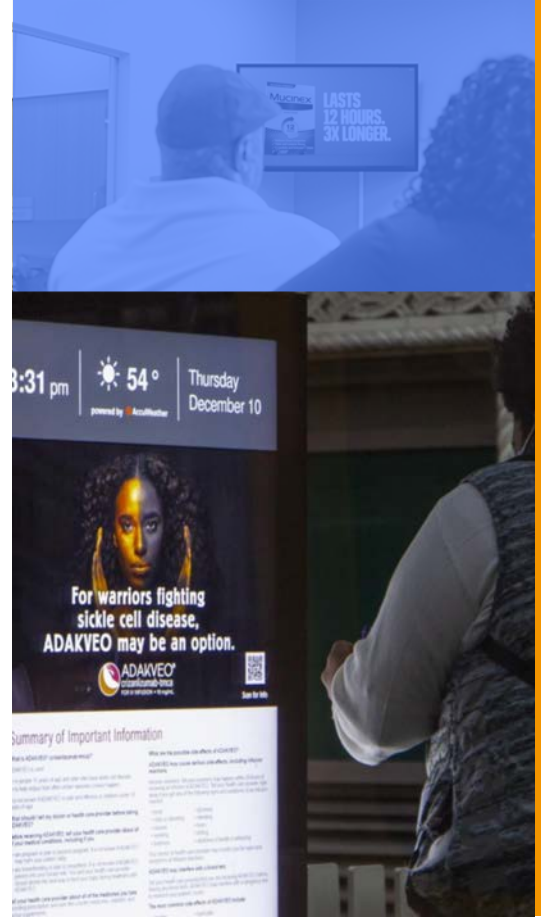


Healthcare & Pharma Brands Find a New Prescription: OOH

With the declining reach of linear TV, the diminishing scale of print, and trust in social media below 20%¹, healthcare and pharma advertisers are more challenged than ever to reach audiences through traditional channels. In recent years, OOH has emerged as a powerful medium for healthcare and pharma messaging - offering massive reach, engaging creative formats, higher levels of consumer trust than any other channel², and sophisticated targeting and measurement capabilities.

Source: ¹ Statista, 2021; ² Vistar/MFour study 2021



Why health & pharma brands work with Place Exchange

- Ability to leverage first and third party health and wellness data in aggregate for planning and buying
- Granular location targeting, including inside and around **point-of-care facilities, pharmacies,** and other key points of interest
- Support for video and display formats, with seamless integration of legible ISI (important safety information) as well as QR codes for user interactivity
- Dynamic creative capabilities that can trigger against data such as weather, pollen counts, epidemiological data, and more
- Ability to measure desired outcomes, including script lift and other key metrics

Drive engagement across a vast network of health media

- Total Screens: **Over 40,000**
- 4-week Impressions: **2.9 Billion**



Leverage Advanced Targeting Capabilities

Audience Targeting

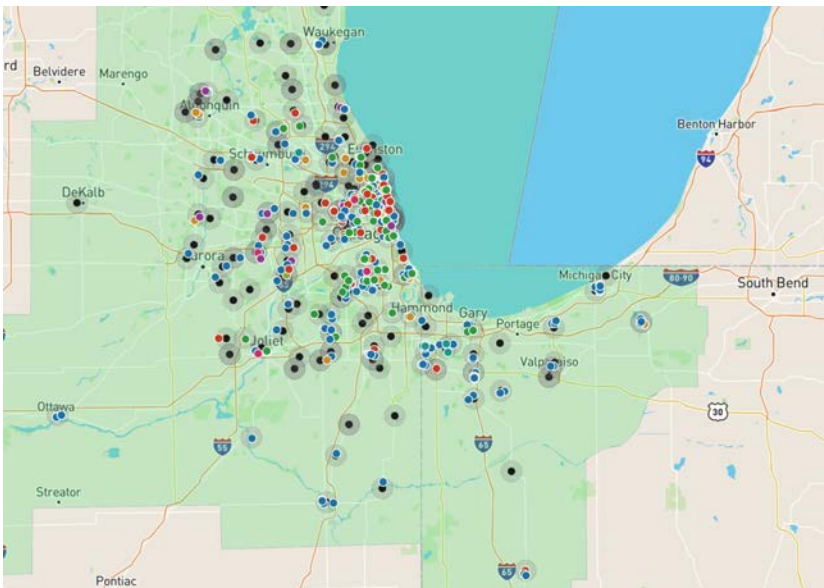
Place Exchange can match **1st and 3rd party audiences** to locations, delivering ads to the places where those audiences index highest.

- Seasonal healthcare data (e.g., allergy, cough-cold)
- Demographic segments (e.g., age, gender)
- Prescribing behavior (NPI) - TRX (total RX - total coverage of an area)
- Psychographic and behavioral segments

Location Targeting








Place Exchange enables location targeting at any level of granularity, from distinct points of care, to custom geofences, zips, or DMAs.

Target by city & geofence: Sample map showing inventory in Chicago within a 2 mile radius around CVS locations



- **Total Screens: 542**
- **Impressions (4-week): 68.5M**

Publisher Screens

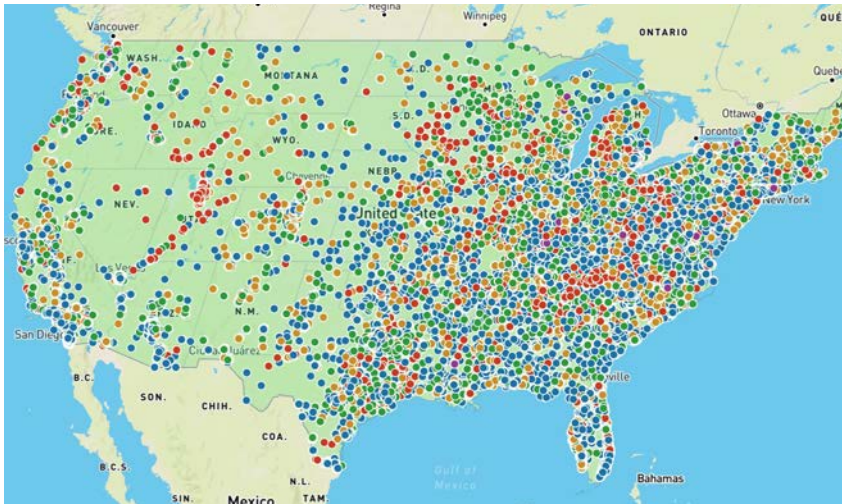
PatientPoint	
Screenverse	
AtmosphereTV	
Constant Media	
Loop Media	
N-Compass	
POI: CVS Locations	



Contact sales@placeexchange.com to learn more.

Contextually Relevant Locations

Engage consumers in the physical world with targeting based on the right physical context for any health or pharma message in health clubs & gyms, medical campuses, retail locations, and more.



- Total Screens: 64,469
- Impressions (4-week): 27.8B

Venue Type

Doctor's Offices	
Gyms	
Retail	
Veterinary Offices	
Pharmacies	

Place Exchange is integrated with leading healthcare DSPs



In addition to our supply partners, our integrations with healthcare DSPs that use comprehensive health data to drive higher audience quality and script performance, offer advertisers a way to target healthcare professionals and patients with an unprecedented level of accuracy.



Contact sales@placeexchange.com to learn more.