

Place Exchange engaged with target consumers to deliver 43 million impressions in NYC for luxury advertiser Mejuri



Mejuri tapped Place Exchange to run a programmatic OOH campaign aimed at increasing jewelry sales and driving brand awareness in one of their largest markets, New York City, during the holiday season.

Campaign Overview:

- **Market:** New York City, NY
- **Audience:** General 25+
- **Publishers:**

 **Intersection**  **Clear Channel**

Solution:

Via The Trade Desk, Mejuri strategically targeted New York consumers on their daily commutes across Place Exchange street level displays, including at bus stops, train stops, and other highly-populated locations all within a 5 mile radius of Mejuri retailers. The placements helped Mejuri stay top of mind during summer, fall, and winter, with an emphasis on the holiday gifting season, and also drove last mile impressions to consumers entering Mejuri retail locations.

Contact sales@placeexchange.com to learn more

Campaign Results:

Place Exchange programmatically delivered **43.8 million impressions** to Mejuri's target audience.

The seamless execution of Mejuri's campaign on premium DOOH displays in proximity to physical retail locations led to new sales and increased brand awareness in a key market.

