



PLACE EXCHANGE

# Case Study

# The Morton Arboretum



# Objective

The Morton Arboretum, a garden and outdoor museum located in a suburb of Chicago, wanted to drive awareness and ticket sales of its special exhibitions *Human+Nature* and *Illumination* across a range of outdoor assets in specific Chicago zip codes.

The Arboretum's media agency, Kelly Scott Madison (KSM), enlisted Place Exchange to help run its first programmatic OOH campaign. KSM leveraged Place Exchange's abilities to access and programmatically deliver ads to premium inventory in targeted locations, and to enable device ID passback to The Trade Desk to measure and attribute ticket sales to the OOH campaign.



# Campaign Goals & Metrics Summary

## Goals

- Reach the Arboretum's target audience in identified zip codes with a variety of premium outdoor formats
- Increase the Arboretum's ticket sales of special exhibitions
- Enable the Arboretum to attribute online ticket sales to the DOOH campaign

## Success Metrics

- Maximize impressions within the target locations, and deliver targeted impressions in full
- Generate ticket sales from the DOOH campaign

## Methodology

- Leverage first-party audience data to identify DOOH outdoor screens in targeted Chicago zip codes
- Use Place Exchange to seamlessly activate DOOH campaign across different publishers
- Use Place Exchange to pass device IDs of exposed users to The Trade Desk, and enable attribution within The Trade Desk to track online ticket purchases

# Audience Targeting

The client provided first-party data that included a list of Chicago zip codes with high visitation rates to The Morton Arboretum. Place Exchange mapped and delivered ads to the available billboards, bus shelters, kiosks, and digital panels within the target zip codes.

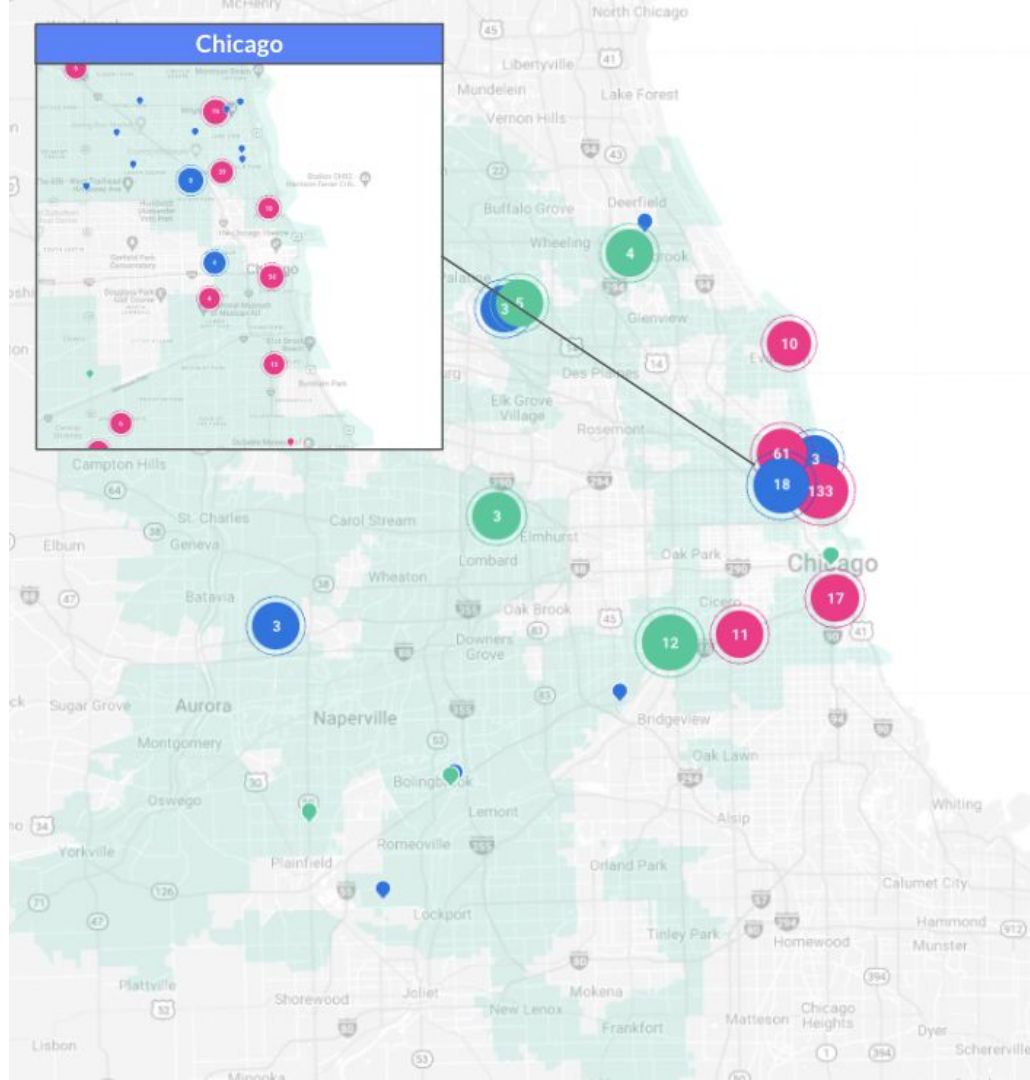
*Map shows a sample of targeted zip codes and Place Exchange inventory.*

## Legend

Various PX publisher screens



Targeted zip codes



# Key Results

## Overview of 6-month flight:

**4**Million

total impressions delivered by  
Place Exchange

**64%**

more cost-efficient in generating  
ticket sales than any other digital  
awareness channels in market

The strong performance metrics led to a campaign  
renewal with the client.

# Learnings

- The Morton Arboretum was able to record revenue directly attributable to the DOOH campaign based on the device IDs of visitors exposed to the campaign
- The campaign demonstrated that not only does OOH deliver mass reach to a targeted audience, OOH can drive attractive lower-funnel performance at an efficient cost

# Unlock the real power of OOH

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