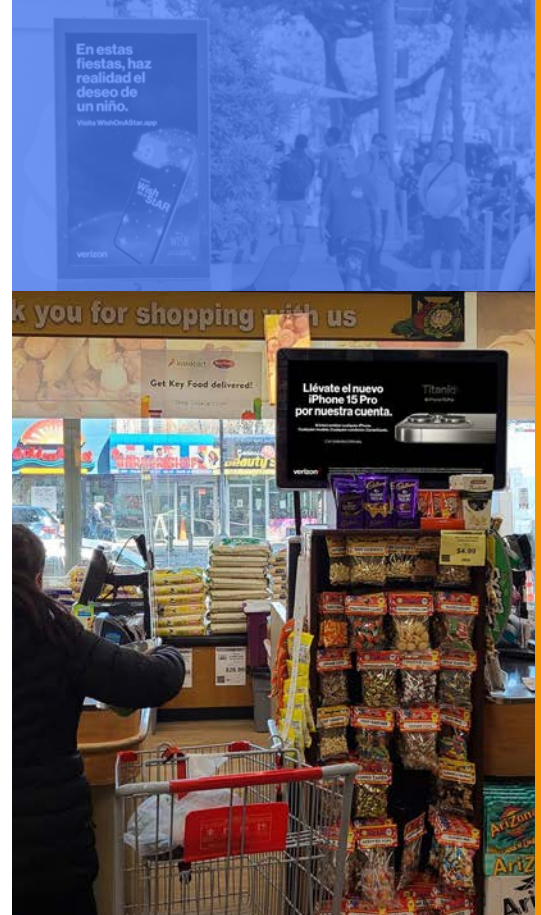![PLACE EXCHANGE]

Programmatic OOH for Multicultural Audiences

Connect with your target demographic using high-impact screens across a variety of venues. OOH allows brands to put their message in unskippable and brand-safe environments across the consumer's daily journey.

Seamless Programmatic Execution

- Access over 208 billion monthly OOH impressions across 200+ premium publishers with full coverage across the U.S., Canada, Europe, & Latin America

- Flexible buying formats in your DSP including: Programmatic Guaranteed, Private Marketplace (PMP), and Always-On Deals

- Video and display support using existing or custom creative assets

- True dynamic creative execution across all OOH inventory

- Complete transparency around media buys—access impression, engagement, and spend reporting directly in your DSP

- Advanced targeting capabilities by publisher/screen, location, physical context, and audience segments

- Device-level data passback for retargeting, analytics, and optimization

- 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

- Support for 3rd party ad server reporting, including impression and engagement metrics tracking

Contact **sales@placeexchange.com** to learn more.

Drive engagement by retargeting exposed Device IDs across screens

- Retarget exposed DOOH consumers across other programmatic channels
- Cross-screen creative sequential messaging

- Manage frequency and spend efficiencies
- No additional cost for device ID passbacks

Leverage advanced targeting capabilities

Place Exchange enables targeting by screen location at any level of granularity, as well as by physical contexts, and 1st and 3rd party audiences.
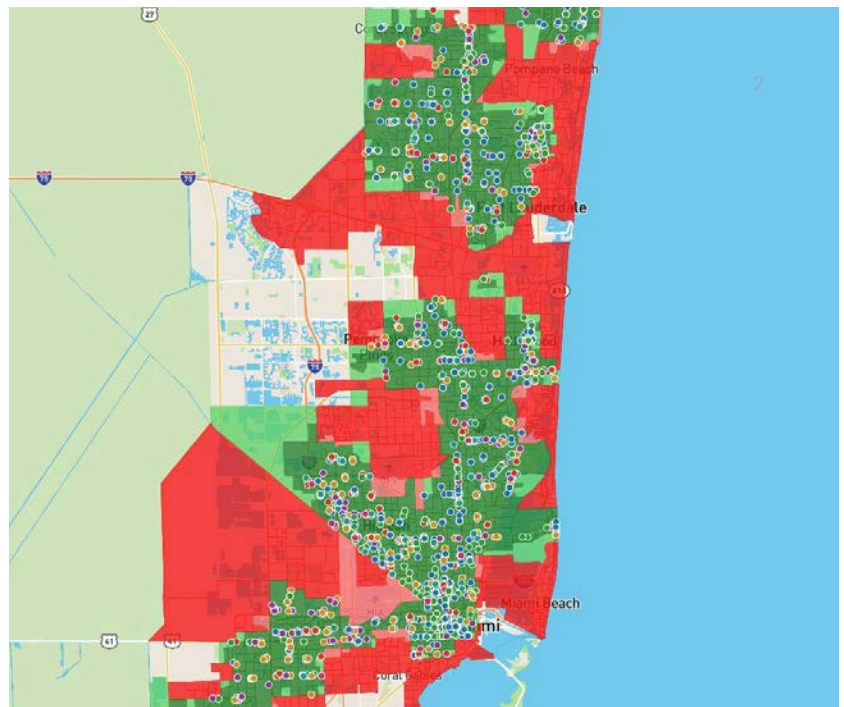
Audience: Spanish Speakers

Map showing sample restaurant, bar, and retail inventory in areas with a high index of spanish speakers in Miami DMA.

- Total Screens: **4,708**
- Impressions (4-week): **1B**

Publisher Screens	
Convenience Stores	🔵
Bars	🟢
Casual Dining	🟡
Grocery	🔴
Malls	🟣
High Indexing Population	🟩
Low Indexing Population	🟥

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