



# Political Advertising Place Exchange



# Out of Home is highly effective for political advertising

Presidential elections are quickly approaching, and this year is forecasted to reach a staggering **\$15.9 billion<sup>1</sup>** in political ad spending.

- **OOH has tremendous reach** , comparable to or greater than TV and radio in major markets, but is much more cost effective.
- **OOH is unmissable** , with high-impact, life-sized ads in the real world that can't be blocked or skipped.
- **OOH indexes high against key voter populations** , including high-propensity voters, minority voters, and young voters.<sup>2</sup>
- **OOH is fraud free** , activate in brand safe environments that are bot-free and no deep fakes



Source:<sup>1</sup>GroupM, <sup>2</sup>OAAA



# Increase voter trust, & voter engagement with OOH

OOH helps political advertisers establish trust, with messaging displayed in the physical world, in contrast to the echo chambers found online, in social media. While broadcast networks and newspapers suffer from diminishing and fragmented audiences, OOH is the only remaining mass media with the power to reach everyone and bridge the demographic and ideological divide.

**58%**

of consumers trust messaging in OOH ads, higher than for *any* other channel

**91%**

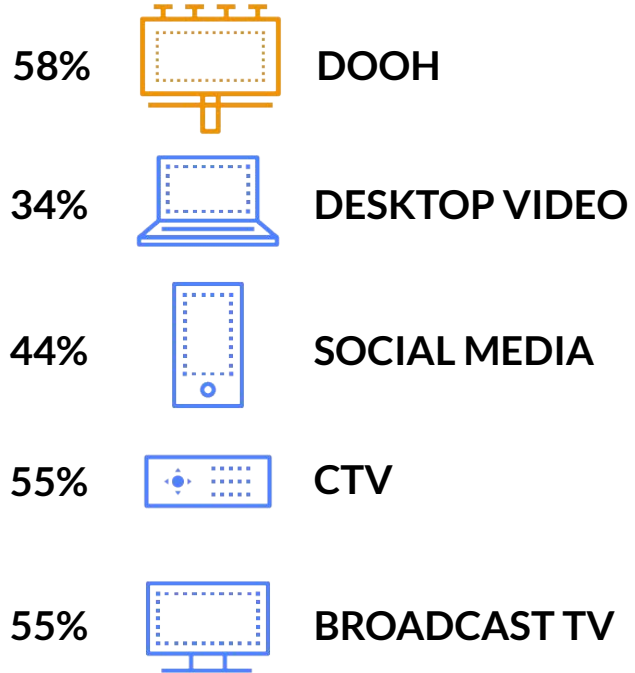
active voters commute everyday

**68%**

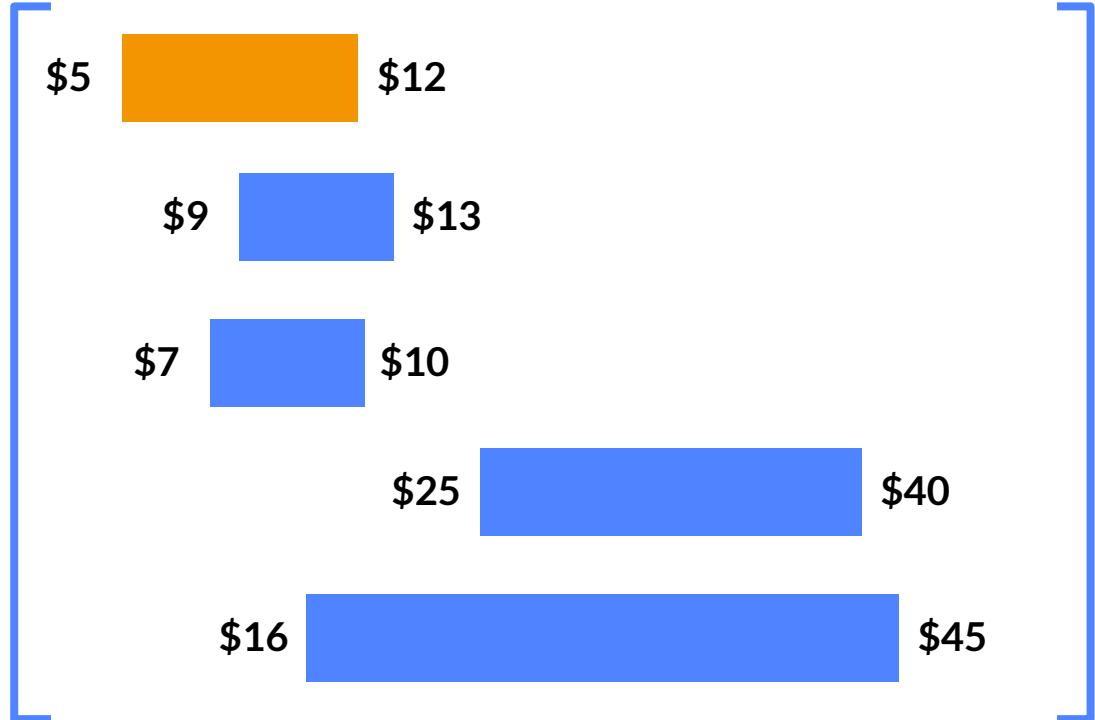
frequently skip online ads due to digital device burnout

# Leverage the most trusted medium with the lowest avg. CPM

Consumer trust



CPM





# Why programmatic OOH for political advertising

- **Enable precise political targeting** , using 1st or 3rd-party audience data to target registered voters, intended voters, etc., or location at any level of granularity including zip codes, congressional districts, etc.
- **Automation, control, and flexibility** , adjust budgets and start/pause media in real time, swap creatives and taglines on the fly to respond to campaign news and data.
- **Easily plug into your DSP**, unify OOH execution, reporting, and attribution with other programmatic channels.
- **Measurement the full funnel impact of DOOH**, ability to capture and pass mobile IDs means advertisers can retarget exposed users and perform digital attribution to decisively measure impact.



Source:<sup>1</sup>GroupM, <sup>2</sup>OAAA



# Activate DOOH as part of your omnichannel campaign and bridge the messaging between TV and other channels

## Simple and Transparent Execution

- Private Deal and Always-on Deal support
- Support for standard creative sizes and custom creative executions
- Fully transparent media, with no bundling

## True Omni-Channel Integration

- Unified workflows with online and mobile campaigns
- Single point of management for budgets across OOH and other media
- Support for third-party ad tag tracking

## Focus on Performance and Results

- Open, log-level impression data for planning, optimization, and analytics
- Device-level data collected and delivered for every campaign
- Ability to drive and measure impact at every stage of the funnel



# Place Exchange enables powerful targeting capabilities for political advertisers

## Audience

Match first and third party audiences to locations, delivering ads to the places those audience index highest

- Voter data (ex. party membership, voting history, intended voter, etc.)
- Demographics (ex. age range, ethnicity, education, etc.)
- Psychographics
- Digital behaviors
- and more...

## Location

Target locations accurately across a variety of geographic categories:

- Congressional districts
- Zip Codes
- Cities / DMAs
- States
- Points of Interest (POI)
- Custom Geofences

## Physical Context

Target based on the space in which the display is located, reaching voters in specific environments:

- Shopping centers
- Transit hubs
- Business districts
- Nightlife destinations
- Public parks



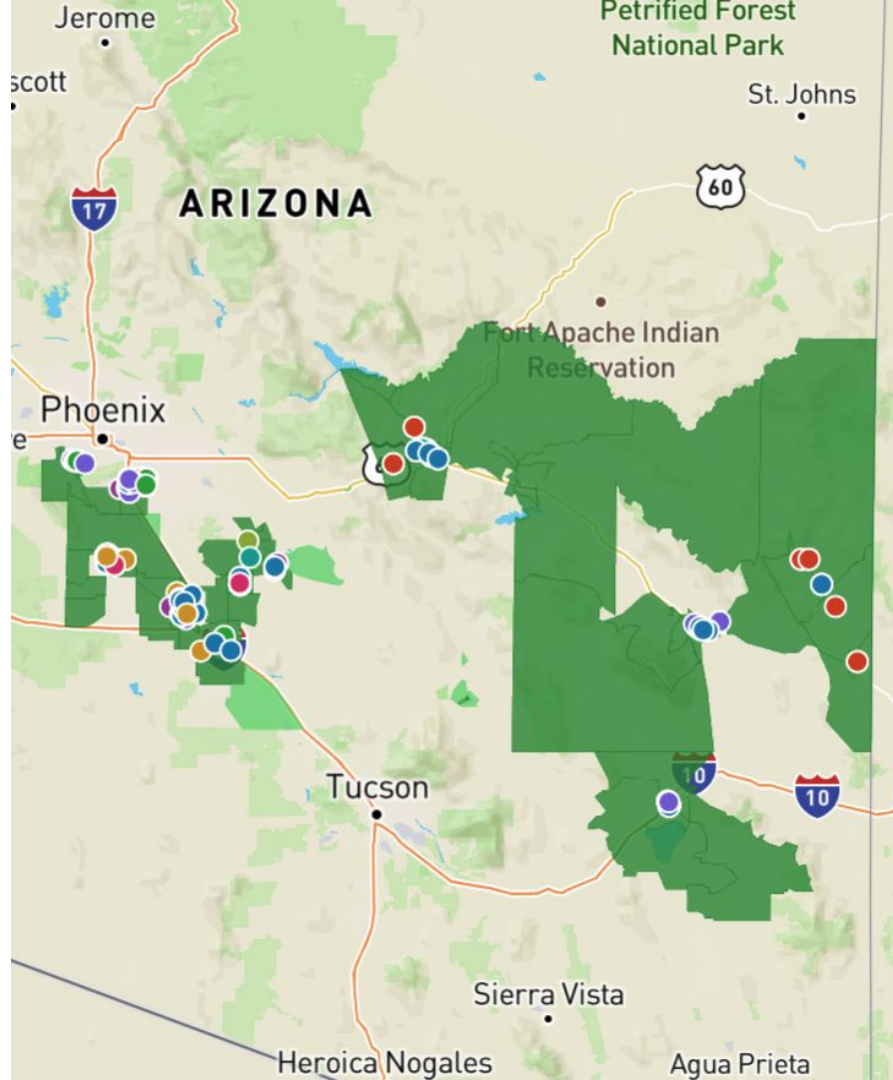
# Audience Targeting Ex: Battleground Districts

Use DOOH audience segments to target highly contested congressional districts this election cycle.

*Map shows sample Place Exchange inventory within targeted congressional district (Arizona District 1).*

## Legend

Entertainment/Bars	●
Entertainment/Casual Dining	●
Entertainment/QSR	●
Offices/Office Buildings	●
Retail/Convenience Stores	●
Retail/Malls	●





# Measure results and prove impact

Place Exchange's unique ability to capture and pass mobile IDs means political advertisers can measure impact at every stage of the funnel:

- Reach key target audiences
- Lift in voting activity (e.g. voter turnout)
- Awareness and intent via test vs. control lift studies
- Engagement via directly attributable site traffic
- Conversion via directly attributable online registration



# Place Exchange's Dynamic Creative Solution

Customize your digital out-of-home (DOOH) creatives effortlessly to increase relevance and engagement.

- Tailor your ad for each DOOH screen based on factors such as the time and location of the ad being delivered
- Modify messaging based on relevant data inputs
- Seamlessly activate dynamic creative campaigns at scale across a wide range of DOOH publishers and venue types
- Activate dynamic creative for DOOH through your preferred DSP



# Place Exchange OOH tactics for all phases of political advertising

## Awareness

Drive awareness for candidates

- Deliver mass reach at cost-effective CPMs
- Build trust with OOH
- Compliment and bridge messaging between TV and other channels

## Advocacy

Promote candidates against specific locations & audiences

- Target by location with granularity (ex. congressional districts, zip codes, DMAs, etc.)
- Target by 1st or 3rd party audiences (ex. party membership or affiliation, voting history, intended voter, age range, ethnicity, etc.)

## Get out to vote

Drive voters to register & to polling stations

- Increase in-person voter turnout
- Measure OOH lift in voter activity



# Access an expansive network of publishers that support political advertising



In some cases, non-partisan or partisan ads will not be allowed on specific networks. Please check with your PX manager for any restrictions. Place Exchange offers rate parity for all advertisers, regardless of party affiliation.



# Coverage in Key Battleground States





# Arizona

## Legend

Atmosphere



Captivate



CETV Now



Grocery TV



NCM



Screenverse



TVM Media



Vengo



Adkom



Dolphin Digital

Edison

Lamar

Loop Media

NRS

Outfront

Reach TV

Screenvision

Simon

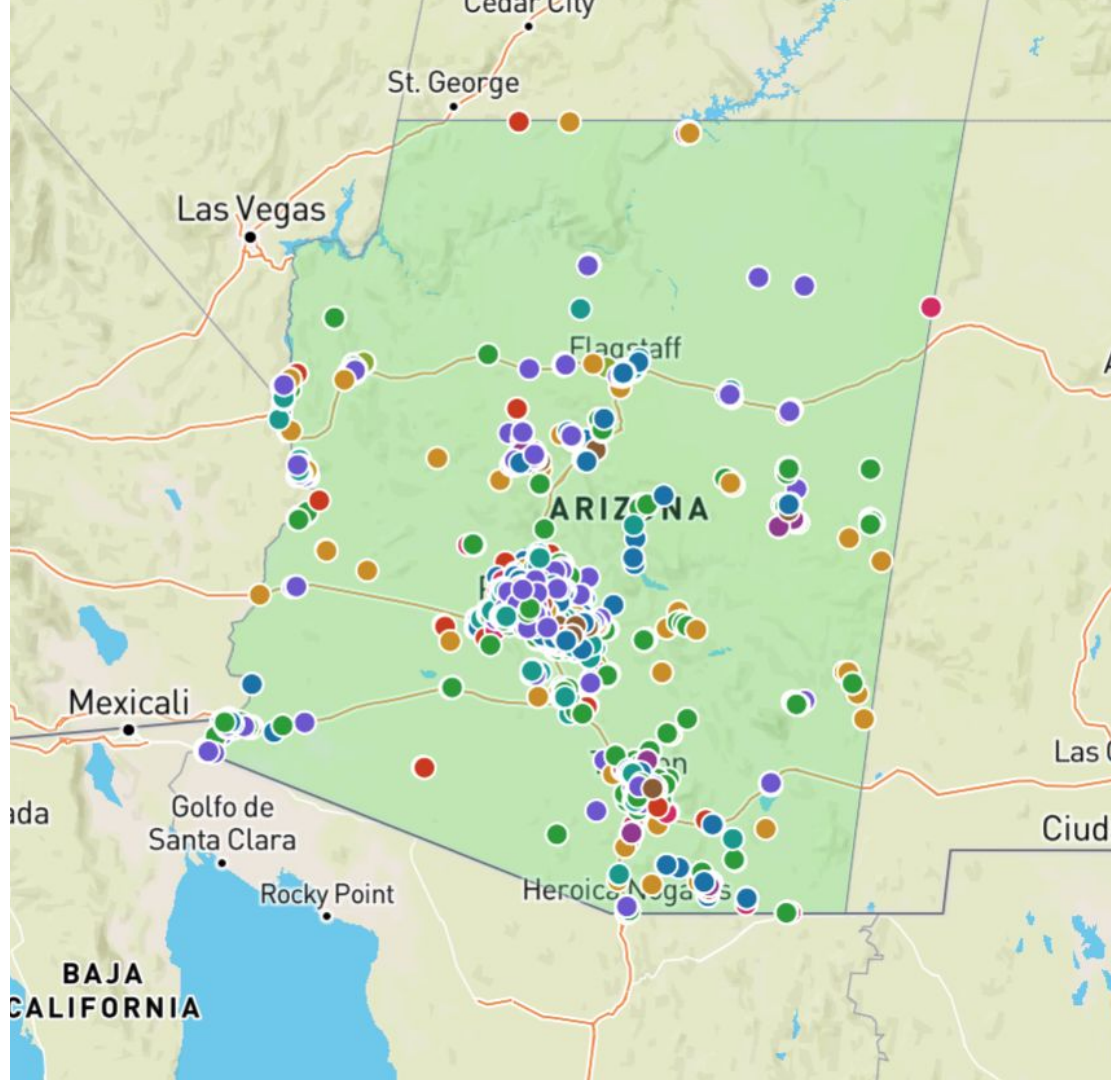
Trooh

Vertical Impression

Volta

**Not Pictured:**

Firefly - Taxi Tops



# Georgia

## Legend

Atmosphere



Captivate



Loop Media



NCM



NRS



Screenverse



Screenvision



Vengo



Vertical Impression



Adams Outdoor



Adkom

Branded Cities

CEN Media

CETV Now

Dolphin Digital

Edison

Grocery TV

Lamar

Outfront

Reach TV

Simon

Trailhead Media

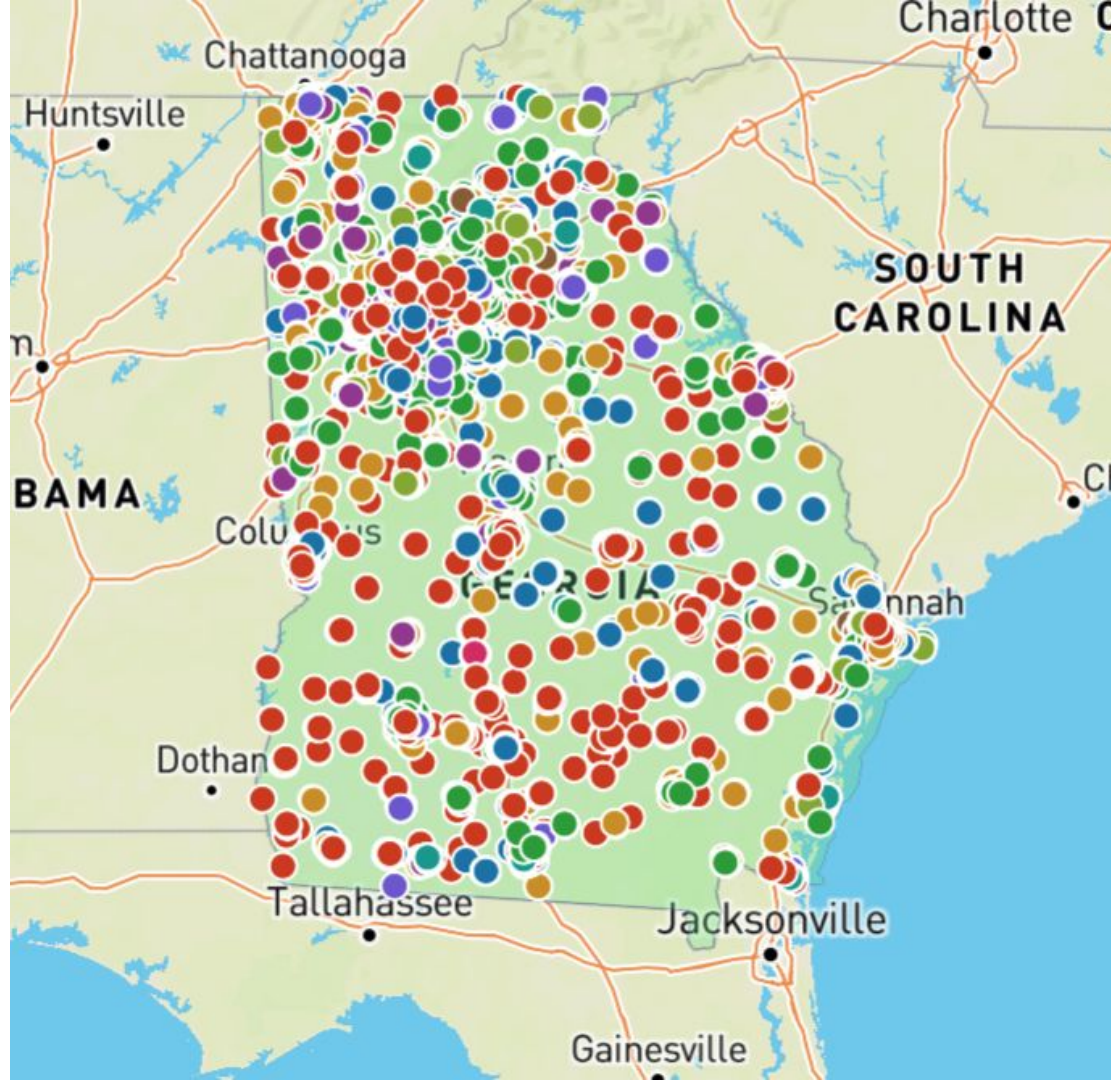
Trooh

TVM Media

Volta

**Not Pictured:**

Firefly - Taxi Tops



# Michigan

## Legend

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Grocery TV



Loop Media



NCM



NRS



Screenverse



Screenvision



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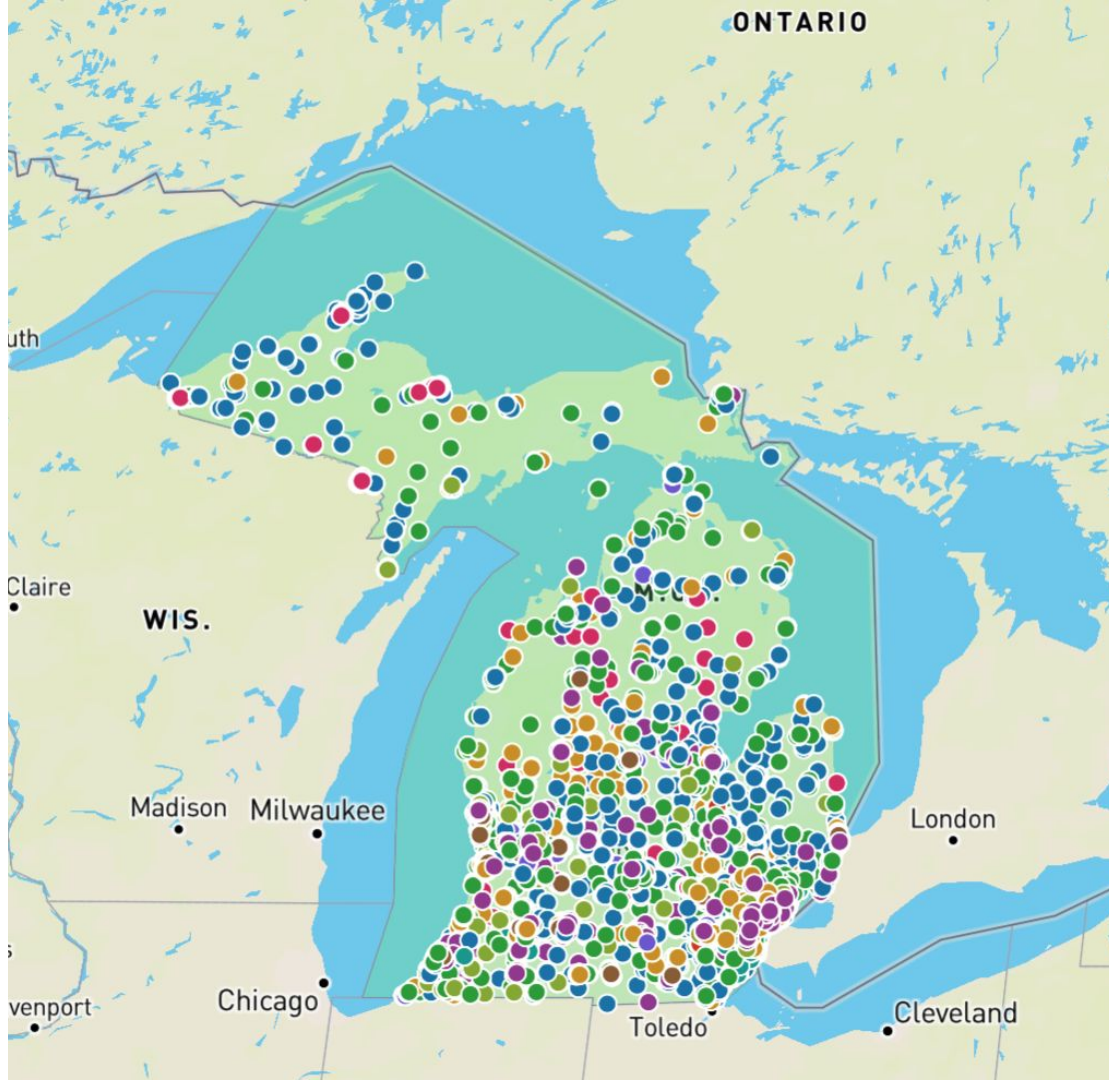
Trooh

Vertical Impression

Volta

**Not Pictured:**

Firefly - Taxi Tops





# Pennsylvania

## Legend

Atmosphere



Grocery TV



Lamar



Loop Media



NCM



NRS



Screenverse



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Vengo



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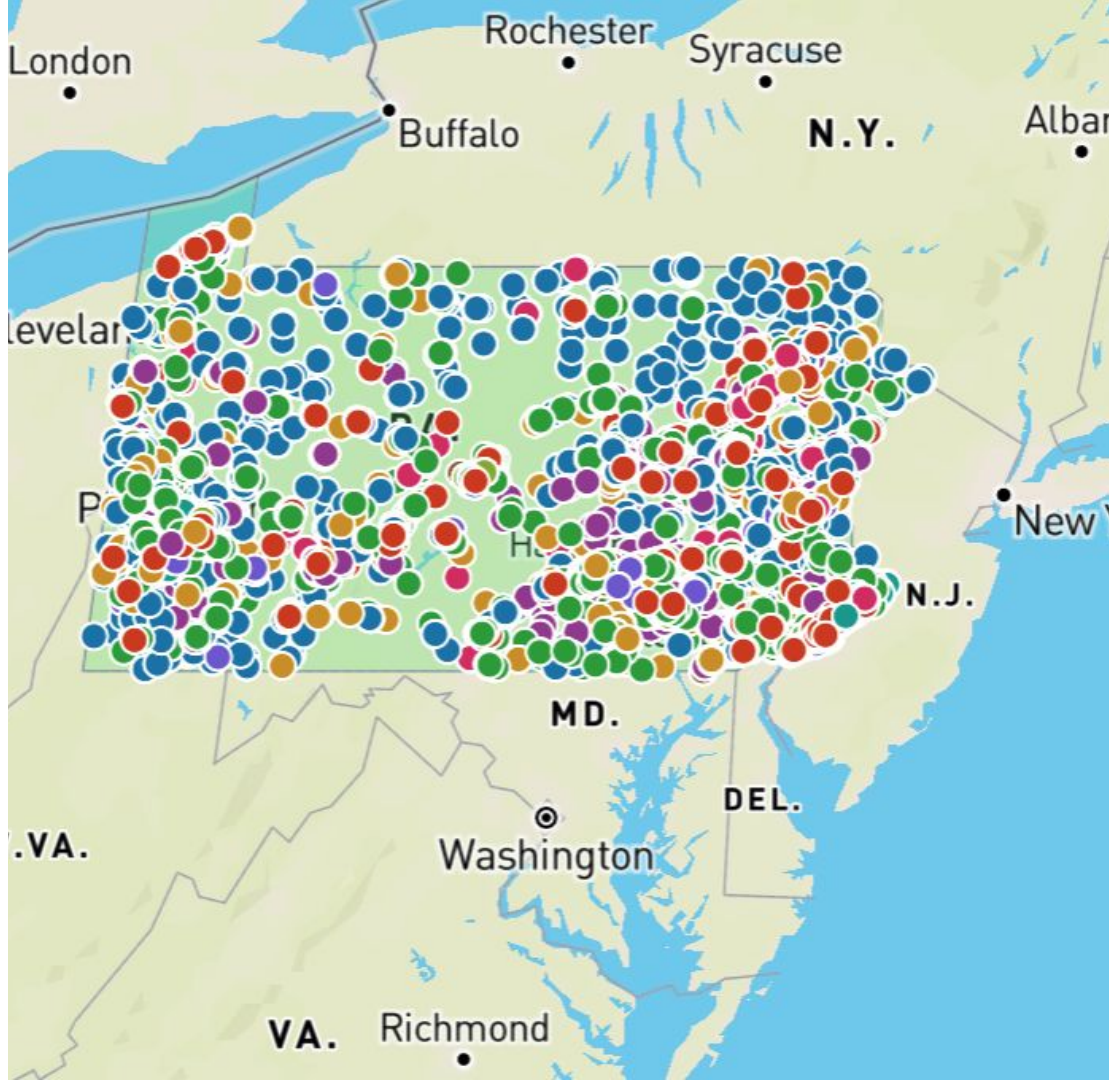
Simon

Trooh

Volta

**Not Pictured:**

Firefly - Taxi Tops



# Wisconsin

## Legend

Atmosphere



Grocery TV



Lamar



Loop Media



NRS



Samsung Ads



Screenverse



Screenvision



Vengo



Adams Outdoor



Adkom

Captivate

CEN Media

Dolphin Digital

Edison

NCM

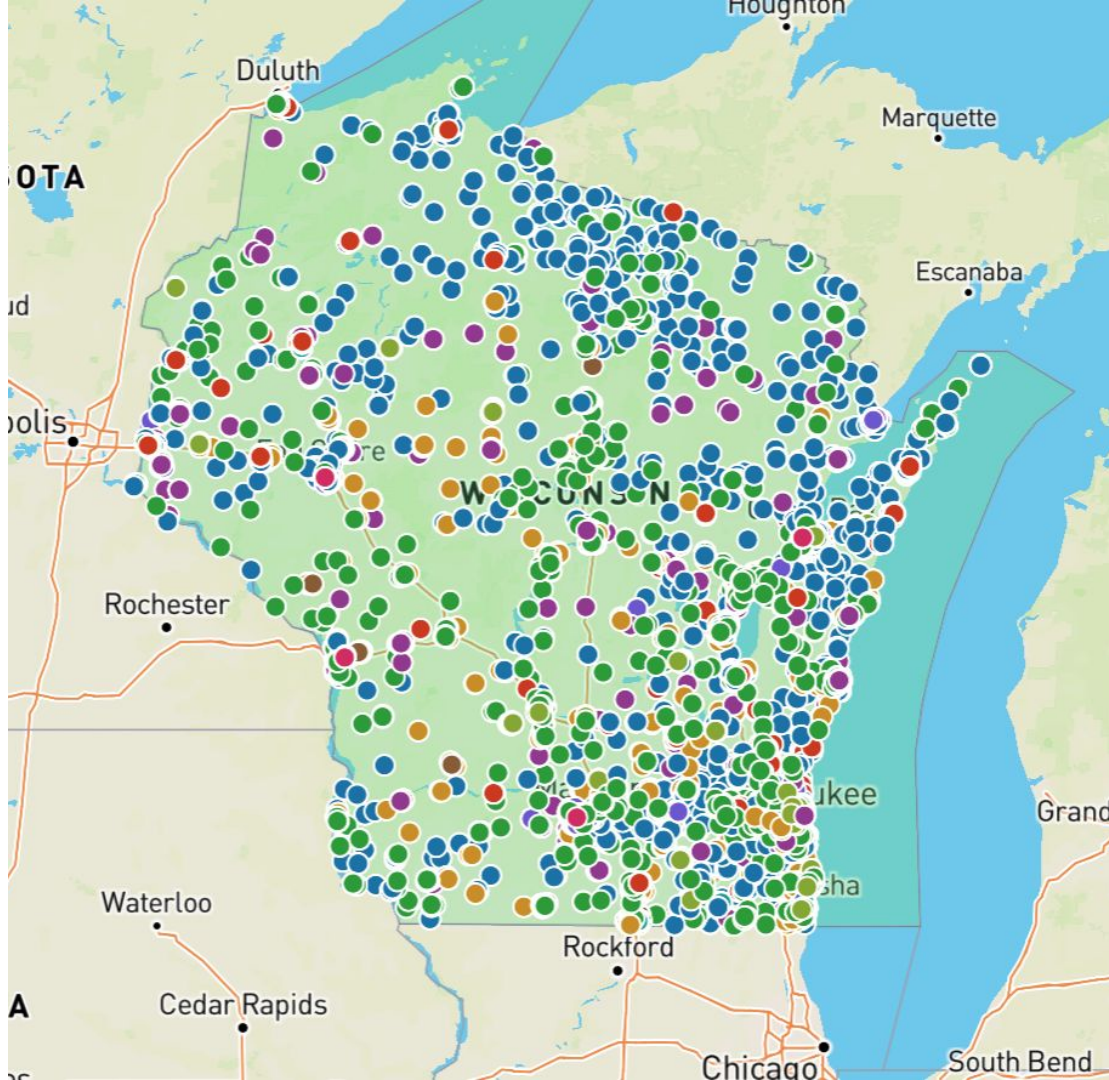
Reach TV

Trooh

TVM Media

**Not Pictured:**

Firefly - Taxi Tops





# Case Study

## Get Out the Vote





# Objective

During the 2020 election season, a leading political agency enlisted Place Exchange to run programmatic OOH campaigns reaching swing voters in key Florida zip codes.

The campaigns encouraged Florida residents to vote in the presidential election for the Democratic candidate, and aimed to increase in-person voter turnout at polling locations.

# Maximizing Reach Across OOH Formats

To maximize reach in the critical few weeks leading up to the election, the agency leveraged a mix of OOH formats on Place Exchange, including billboards, moving media, and place-based media placements in the targeted zip codes to reach potential voters wherever they were on their daily journeys.



# Audience Targeting

The agency provided a list of target zip codes ranked by an index. Place Exchange mapped the available partisan-compliant inventory within the target regions and prioritized budgets and ad delivery to the highest-indexing zip codes.

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

## Legend

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Publisher 1



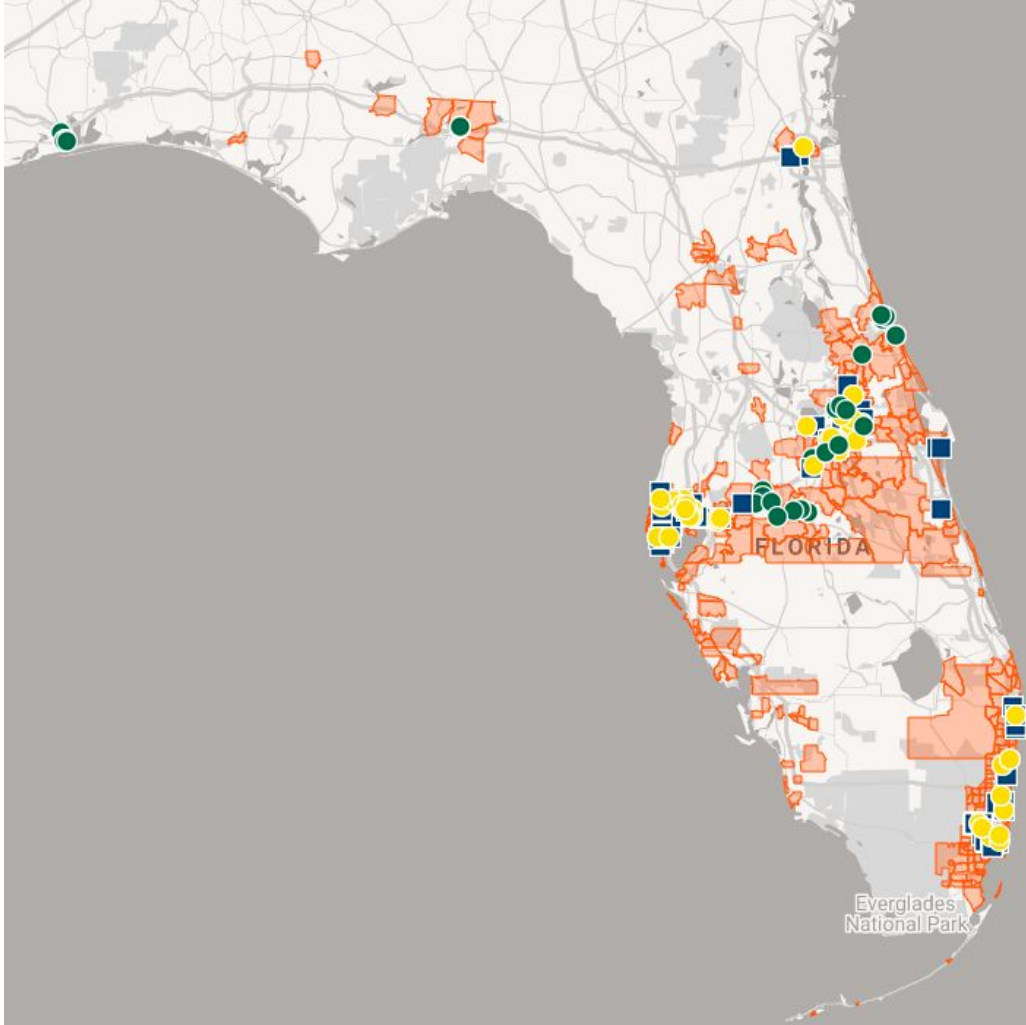
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Publisher 2



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Publisher 3



# Campaign Goals & Metrics

Goal	Success Metrics	Methodology
<p>Leverage OOH media to drive voter turnout in Florida in the critical weeks leading up to presidential election</p>	<ul style="list-style-type: none"><li>● Increase voter turnout at polling locations</li><li>● Maximize impression delivery and deliver in full</li></ul>	<ul style="list-style-type: none"><li>● Identify partisan-compliant Place Exchange inventory in target zip codes</li><li>● Use Place Exchange to seamlessly activate OOH campaign programmatically across a variety of inventory</li></ul>





# Measurement

The agency also partnered with **MIRA**, a real-time location intelligence company, to measure the efficacy of all the campaigns for voter turnout.

MIRA compared the foot-traffic of a group exposed to the campaigns (using mobile advertising IDs) with a control group not exposed to the campaigns, at 4,000 geo-fenced polling locations within the 146 targeted zip codes.

Potential voters had 7 days to convert (visit a polling location) after being exposed, and a conversion only counted if it occurred after the ad exposure.



# Results

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**54.9M**

total impressions delivered by Place Exchange

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**29%**

higher likelihood of individuals exposed to the campaigns to visit polling locations vs. the control group \*

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**73%**

of targeted zip codes had positive, significant lift in voter turnout \*

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\* Results measured by MIRA study across all DOOH campaigns

# Unlock the real power of OOH.

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