



The moment for DOOH retail media

85% of retail purchases occur in-store¹, presenting a massive opportunity for brands to directly impact consumer purchase decisions using DOOH. Deliver targeted, high-impact messages to consumers on their path to purchase, right up to the point of sale. Partner with Place Exchange and combine online and DOOH data for a comprehensive consumer targeting strategy to deploy across the largest DOOH network in North America and a growing presence in EMEA and Latin America.



\$125 billion

expected to be spent globally on retail media in 2023²

65%

of Millennial consumers prefer to shop in-store³

81%

of Baby Boomer consumers prefer to shop in-store³

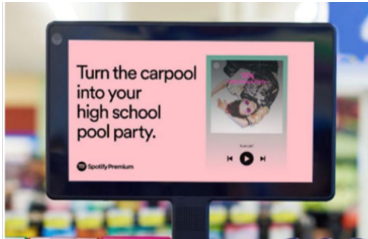
\$40 billion

spent on retail media ad sales in 2022 alone³

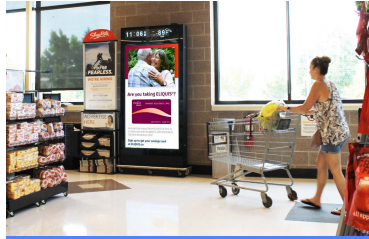
Source: ¹Statista, ²GroupM 2023, ³Shopify - Statistics 2022

Contact sales@placeexchange.com to learn more.

352,000+ screens, 39+ billion monthly impressions across a broad array of retail media environments with premium publishers



Grocery



Big Box



Pharmacy



C-Stores



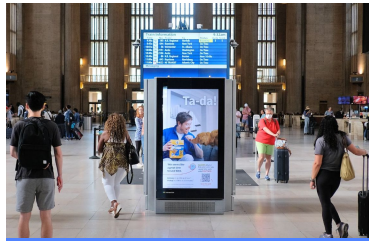
Mall



Shopping District



Airport



Transit Hub



Gas Station



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DOOH retail media brings powerful and unique advantages



Reach consumers during the buying decision process and at the point of sale where over 85% of sales occur



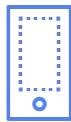
Utilize 1p shopper data from retail networks to target advertising by day/daypart, geography, individual stores, aisles, sections



Deliver engaging, high-impact display, video, and audio creative woven seamlessly into the shopping experience



Leverage dynamic messaging capabilities to utilize real-time feeds and triggers (pricing, promotions, inventory levels, weather, time of day, etc.)



Unify in-store messaging with retail marketing efforts in other channels (web, app, etc.)



Measure the incremental closed-loop impact of in-store marketing



Activate significant additional advertising revenues for retailers

Key Benefits of Place Exchange's Retail Media Network

- **Unmatched scale** of premium retail media inventory, including exclusive supply
- **Display, video, and audio** formats
- **Reach & Frequency measurement** for pre/mid/post campaign use cases
- **Impression-based** budgeting and pacing
- **No hidden fees**, markups, or arbitrage
- Support for **3p ad server tracking**
- **Seamless DSP campaign execution**, unified across retail media inventory
- **Support for guaranteed & non-guaranteed deals**, and open auction buying
- **Mobile device ID capture** to power analytics, attribution, and retargeting
- **Independent & agnostic**, with no competing DSP business and not beholden to any publisher

