



## Boost SMB Marketing Impact & Reach with Programmatic OOH

DOOH offers SMB advertisers massive reach at cost-effective price points, and delivers more impact for existing digital investments. 48%<sup>1</sup> of consumers are more likely to interact with a digital ad after being exposed to an OOH ad. Place Exchange enables precise targeting by audience, context, location, and time across multiple DOOH formats and venues. The purchasing flexibility and affordability of programmatic OOH makes it ideal for small to medium businesses seeking to maximize marketing impact.



**106%**

increase in perception of brand quality for advertisers that dedicated 15%+ of their ad budget to OOH<sup>2</sup>

**85%**

OOH viewers find the ads useful<sup>3</sup>

**58%**

of consumers trust messaging in OOH ads, higher than for any other channel<sup>4</sup>

**4x**

more online activity per OOH ad dollar spent than TV, radio and print<sup>5</sup>

## Key Benefits of DOOH for Small to Medium Businesses

- **Cost-efficient:** OOH delivers greatest audience ROI versus majority of other media channels<sup>1</sup>
- **Hyper-local:** Ability to efficiently target by hyper-local points of interest, or map along a specific route
- **Diverse audience demos:** Deliver ads to the places where your target audience index highest
- **Dayparting:** Maximize product relevance by increasing exposure during peak commuting hours, tailor your message to the time of day (e.g., day vs. night).
- **Brand equity:** Build brand awareness and loyalty in local communities with one of the most trusted mediums
- **Single source:** Seamlessly access all OOH formats and venue types through a single point
- **Unique to DOOH:** Digital displays that are fraud free, 100% viewable, non-skippable and life size.

Source: <sup>1</sup>Solomon Partners 2022 Benchmark Report

## SMB Targeting Examples

### Cannabis:

Activate on billboards within close proximity to your dispensary, or locations your cannabis products are sold



### Solar:

Leverage electric car charging stations from the likes of Volta and Swiftmile throughout your coverage area



Contact [sales@placeexchange.com](mailto:sales@placeexchange.com) to learn more.

## SMB Targeting Examples

### Local florists, restaurants, retailers:

Activate short flights during key tentpoles (International Women's Day, Mother's Day, etc.), in physical contexts around beauty salons, retailers, college campuses, office buildings, and more



### Travel agencies and tourism boards:

Reach travelers at transit hubs, airports, or in proximity to major hotels and convention centers



### Elections:

Engage and empower voters during local elections by leveraging hyper-local messaging around key community areas, such as parks, libraries, community centers, and reach voters on the go



### Personal Injury Law Firms:

Advertise around auto and motorcycle dealerships or along popular weekend drive routes

