



Spread Holiday Cheer With OOH!

As the 2024 holiday season approaches, US retail holiday sales are expected to eclipse 2023's record \$964.4 billion¹.

Advertisers are turning to DOOH advertising to engage consumers in the physical world before and during crucial shopping periods, and Place Exchange unlocks the power of this channel with unparalleled audience targeting, campaign flexibility, and impact measurement.



90%

of the U.S. celebrates winter holidays with gift giving²

200 million

U.S. consumers shop over Thanksgiving weekend including on Black Friday¹

\$620
per person

was spent on gifts in 2023¹

82%

of retail sales take place in-store³

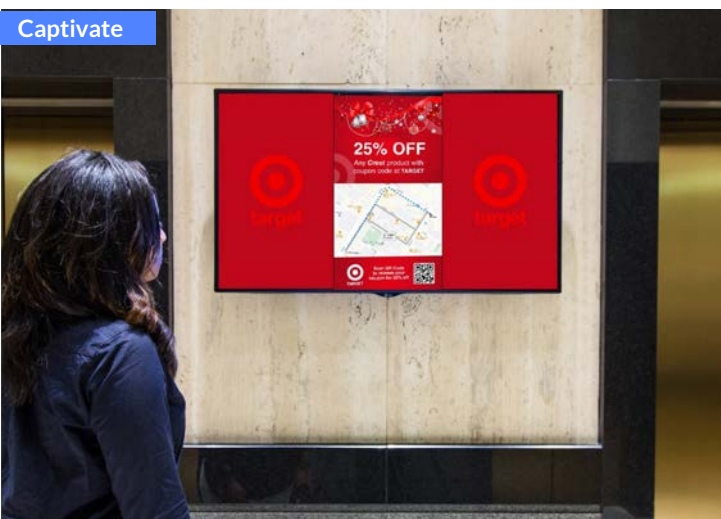
Source: ¹National Retail Federation 2023, ²EMARKETER 2022, ³Statista, 2024

Reach holiday shoppers with Place Exchange's Retail Media Network - the largest network of in-store retail media in the US with over 465,000 screens

- Storefront video/displays ads capturing attention at the point of entry
- Aisle and Endcap video/display ads at the point of consideration
- Checkout video/display ads at the point of purchase
- Billboards, street furniture, transit, and other formats capturing the journey to and from retailers

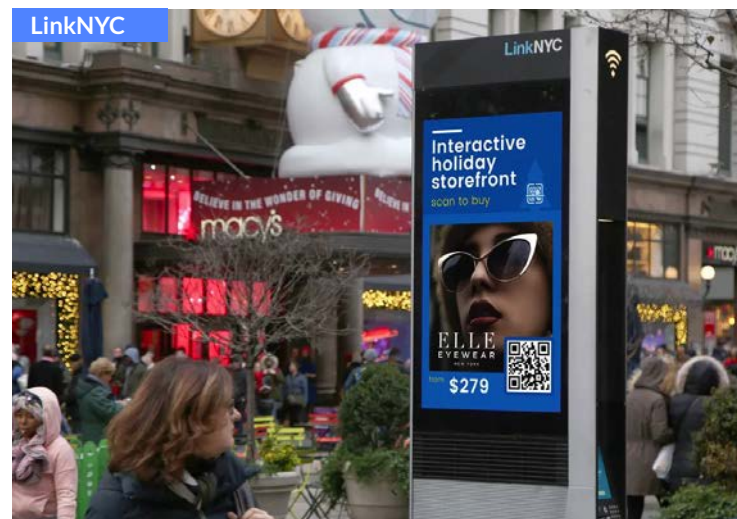


Maximize impact with Dynamic Creative executions and QR codes



Increase relevance with Dynamic Creative

Use dynamic creative to make your message relevant, using real-time triggers, dynamic data feeds, directions, countdowns, and more.



Drive sales and holiday promotions with QR Codes

Place QR codes on any eye-level screen, enabling customers to engage with your ad, receive special coupons, and more.

Contact sales@placeexchange.com to learn more.

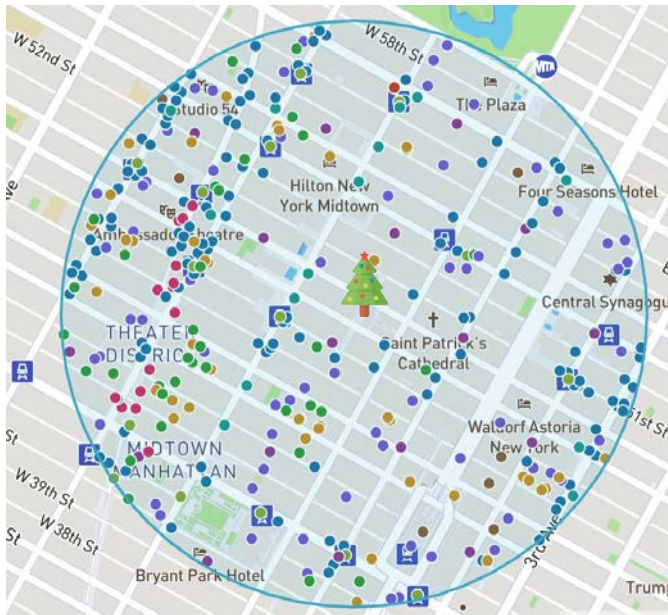
Leverage Advanced Targeting Capabilities

- Precise location targeting at any level of granularity - from nationwide to specific cities, zip codes, POIs, custom geofences, down to individual screens
- 1st and 3rd party audience targeting
- Venue and asset category targeting
- Precise dayparting

Target by Destination

Engage consumers getting into the holiday spirit as they head to major retail destinations and holiday attractions this season. Reach consumers when they are out shopping for gifts, at restaurants or bars celebrating, at stores picking up food and drinks, and more.

Target by city & geofence: Sample map showing inventory within one half mile of Rockefeller Center.



- Total Screens: **641**
- Impressions (4-week): **1.6B**

Venue Type	
Malls	●
Urban Panels	●
Billboards/Spectaculars	●
Bus Shelters	●
Bars	●
Taxi TV	●
Taxi Top	●
Casual Dining	●
Convenience Stores	●
Other	●
Rockefeller Center	🎄

