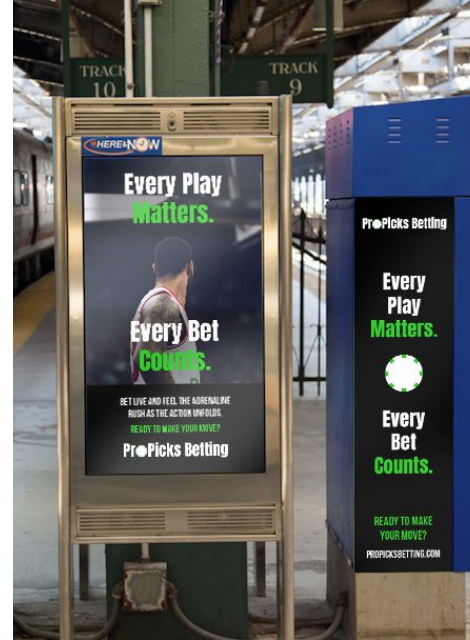


Programmatic OOH Case Study Sports Betting



Objective

When a new state legalized sports betting, a leading sports betting brand wanted to be first-to-market with its betting app.

The brand looked to Place Exchange's extensive DOOH media footprint to reach the hundreds of thousands of commuters leveraging the state's public transportation each day, with engaging eye-level and large-format messaging featuring compelling offers.

A critical requirement for the advertiser was to be able to measure the direct impact of the campaign on driving registrations.

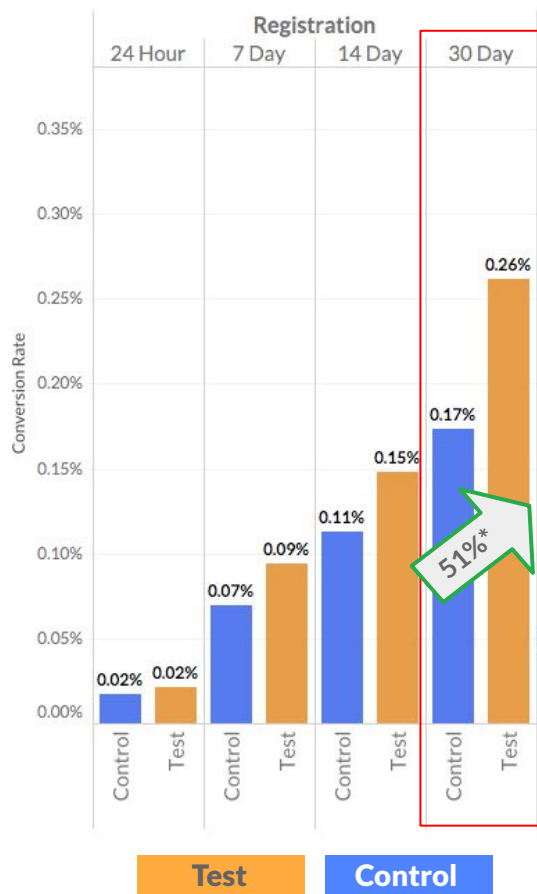


Campaign Goals & Metrics Summary

Goal	Success Metrics	Methodology
<ul style="list-style-type: none">● Reach public transportation commuters with high-impact brand messaging● Understand the quantitative impact of the DOOH campaign in driving user registration	<ul style="list-style-type: none">● Deliver targeted campaign impressions in full, in line with specified geo and venue targeting● Test vs. Control Registration Lift:<ul style="list-style-type: none">○ 24 hour○ 7 day○ 14 day○ 30 day	<ul style="list-style-type: none">● Use Place Exchange to seamlessly activate DOOH campaign programmatically on client's omnichannel DSP across multiple OOH media owners● Pass back device-level data for exposed consumers to enable registration measurement

Campaign Results

- The campaign demonstrated to the brand, for the very first time, that deterministic conversion attribution could be performed for the OOH channel.
- Moreover, the campaign performed beyond all expectations, generating an average **51% lift in registration** vs. the control group.



Unlock the real power of OOH

