



This Year, We're Thankful for Programmatic OOH!

With over 83%¹ of US households participating in celebrations, Thanksgiving has become one of the largest holidays in the United States.

Programmatic OOH connects brands with Thanksgiving shoppers, leveraging high-impact creative near and inside physical store locations. Work with Place Exchange to reach your consumers this Thanksgiving in a variety of real-world contexts, from the store to the street, all with maximum campaign flexibility!

OUTFRONT Media



New Tradition



200
million

consumers shopped over the 2023 five-day holiday weekend from Thanksgiving Day through Cyber Monday²

3.5
million

people watch the Macy's Thanksgiving Day Parade on the streets of New York³

60%

of consumers shopped in-store for Black Friday sales²

\$61

the average cost of a Thanksgiving meal for 10 people⁴

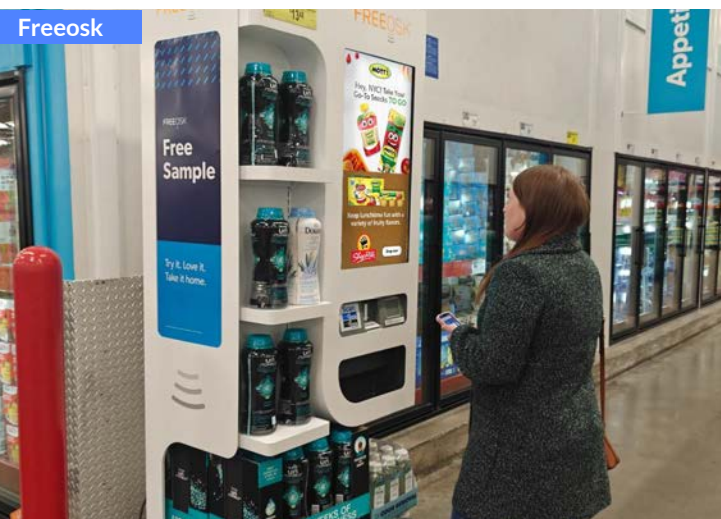
Source: ¹Statista 2023, ²National Retail Federation 2023, ³NYC.gov
⁴American Farm Bureau Federation

Reach Thanksgiving shoppers with Place Exchange's Retail Media Network - the largest network of in-store retail media in the US

- Over 465,000 screens
- Storefront video and display ads capturing attention at the point of entry
- Aisle and endcap video and display ads at the point of consideration
- Checkout video and display ads at the point of purchase
- Billboards, street furniture, transit, and other formats capturing the journey to and from stores



Stay top-of-mind with dynamic creative executions & offer deals with QR codes



Dynamic Creative to tailor messaging and increase relevance

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



QR codes to drive promotional offerings and engagement

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