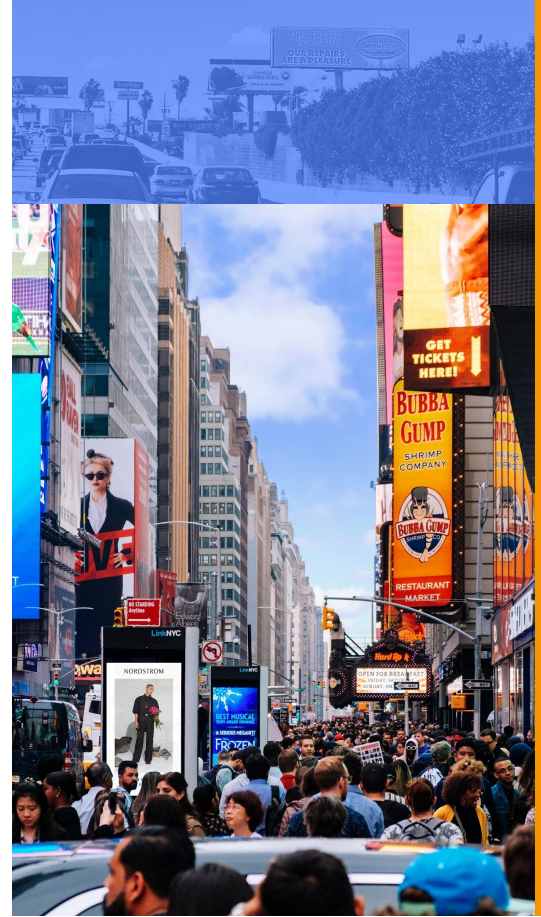


Real Programmatic Out of Home

Activate OOH programmatically to drive real results in the physical world—and unify OOH buying, reporting, and attribution with other channels for the first time.



Unmatched Scale

- Over 80 billion monthly OOH impressions with full coverage across the U.S., Canada, Europe, & Latin America
- Access to 100+ premium publishers including all top 5 U.S. OOH media owners: Clear Channel, Intersection, JCDecaux, Lamar, and OUTFRONT
- [Place Exchange Clear](#) certification program delivers buyers quality, consistency, transparency, and compliance in supply

Seamless Execution

- Standard DSP campaign setup
- True impression-based buying, budgeting, and pacing
- Open auction RTB, PG and PMP deal support
- Video & display support using standard IAB or custom creative assets
- Audience, geo, daypart, publisher and venue targeting

Device ID Passback

- Log-level impression data, including device IDs for exposed users
- Unified device-level attribution & performance (CPA, ROI) reporting with other channels
- Seamless retargeting of OOH-exposed users across channels

Complete Transparency

- Granular impression-level reporting, with support for 3p impression tracking
- No buy-side fees, markups, hidden fees, or media bundling
- Proof-of-Purchase for all campaigns

OOH provides **high-impact messaging** in the physical world, with complete **visibility**, built-in **brand safety**, and **no bots**.

Place Exchange's patented technology is integrated with leading DSPs

