

WASTE-FREE ADVERTISING®

Engage shoppers online. Drive sales on premise.

PLACEWISE PRIVATE MARKETPLACE (PMP)

Offering select retailers and brands exclusive access to shopping center site inventory

PLACEWISE MEDIA

PlaceWise Media is the leading provider of digital marketing services to nearly 700 malls and shopping centers across the country, as well as an affiliate partner to thousands of grocery retailers nationwide. As one of the nation's largest shopper media networks, we serve 25M page views monthly to 10+ million visitors and serviced approximately 180 million total shopping visits in 2014. Our audience finds value in our content; 70% of our visitors are repeat users, spending an average of 1:56 minutes per visit on our sites and viewing an average 3.2 pages per visit.

The PlaceWise proprietary network of mall and grocery sites is available to select retailers and brands as the PlaceWise Private Marketplace (PMP). Through an always-on deal ID, we enable partner DSPs with first-look access to our shoppers for display and video campaigns at pre-set price points. National advertisers find PlaceWise Media's mall website context highly valuable to engage shoppers actively on the path to purchase in real time.

PLACEWISE MALL NETWORK AUDIENCE PROFILE

Engaged, Tech-Savvy Shoppers:

- 66% women, skewing 18-34 (25% Millennials)
- 3x more likely to use mobile while shopping (59% of traffic originates via a mobile device)
- Visit the mall 3 times per month on average and spend \$110 per visit
- Median income \$94K
- 84% of visitors have at least some college education

Shoppers who are Planners:

- 63% of users access PlaceWise digital channels to plan their trips
- 40% shop the same day
- 94% shop within the week

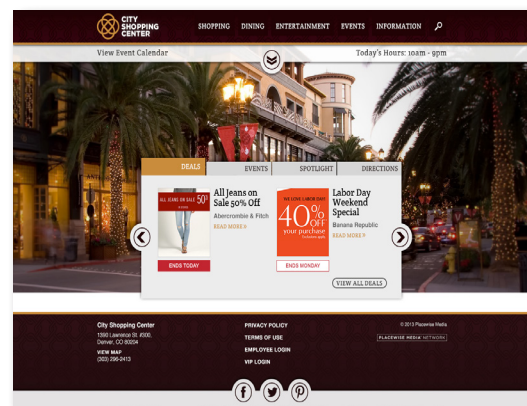
*source: Nielsen custom study

Not only is our audience the **right demographic** because our visitors are in the process of planning their shopping trips, you are also reaching them at the **right time**; immediately before their trip to the mall.

PLACEWISE MEDIA PRIVATE MARKET PLACE VALUE

Retailers who advertise through PlaceWise are promoting their brand in a contextually relevant setting for shoppers in-market for their products. By securing a **private marketplace agreement**, retailers and brands further gain:

- Priority access to high value shoppers before that user session is open to programmatic bidding
- A variety of premium inventory easements on mall websites (Home Page, Deal Carousel, Directory Page, Sales & Deals Page)
- Additional data amplification opportunities utilizing custom PlaceWise segments



FOR MORE INFORMATION CONTACT:

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PMP_062015