

OTT/ Connected TV



Challenge:

You need your product/service to stand out with instant credibility in an increasingly cluttered digital environment

Solution:

Viewers of all ages are watching streaming TV content -- 65% of adults 22-45 years old watch no content on traditional TV platforms. We use Over The Top/Connected TV to present 1:1 commercials in the viewing platforms they are consuming.

Features:

- Targets specific individuals across streaming platforms
- Promotes hyper-focused messages
- Meets your audience where they are -- more than 90 million US households have Connected TV devices



Benefits:

- 1:1 targeting with video content
- Fully integrated capability to retarget with display and CTV when other action is taken
- Deliver ads in relevant placements to ensure that you reach consumers interested in your brand or product, specifying time of day, type of shows and ratings where your ads will be shown
- More cost-effective ad spend as you are only reaching the individuals you are targeting and not wasting money advertising to people who are not your prospect

Questions?

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