



Targeted Display

OVER-THE-TOP (OTT) / CONNECTED TV (CTV)

How it works

- An ad delivery method that targets users who are viewing content via an Internet connection versus a cable TV provider (e.g., Apple TV, Roku, Playstation, Amazon Fire TV, etc) with streaming video ads.
- Show video ads for tactics (e.g., Site Retargeting) through OTT/CTV inventory.
- Reach users across any device they're viewing OTT/CTV content on.
- No list? No problem. We can curate an audience list on your behalf using selected criteria.¹

Why it works

- Consumers can't fast forward through streaming video ads placed before or during the content they're viewing.
- Reach a unique group of video consumers that advertisers can't target with traditional TV commercials.

When we use it

- This is an additional delivery method where video ads can be shown.
- Can be used as a standalone tactic or to support other tactics like search and site retargeting (recommended).

¹ Minimum budget required of \$5,000.

WHAT MAKES US DIFFERENT

Multiple Ad Tactics Under One Campaign

All your ads and targeting are combined under one umbrella to achieve your business goals and keep reporting easy to understand.

Smart Optimization Technology

Our experts and smart optimization technology are constantly learning and adjusting your campaign to get your best ads on the sites and mobile apps driving the most engagement with your business (not just ad clicks).