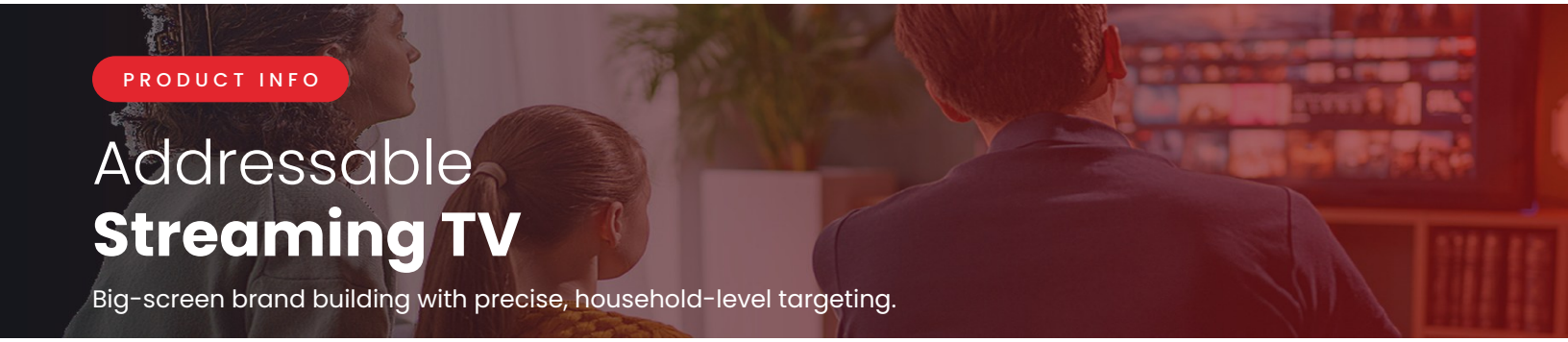


PRODUCT INFO

Addressable **Streaming TV**

Big-screen brand building with precise, household-level targeting.

Addressable Streaming TV combines the brand-building power of TV-sized screens with the efficiency of micro-targeting.

Target your commercials by **where your ideal customers have been**, a **custom list of addresses** you provide, interests, or demographics, all while your ads run during premium, professionally produced shows and movies.

WHY IT WORKS

2022 The first year more people watched streaming TV than cable.

88% of U.S. households own at least one internet-connected TV device.

92% of streaming viewers use at least one ad-supported service, and say they recall ads 40% better on streaming than on social media.

BENEFITS

- Precise targeting
- Data-driven decisions
- Control over the ad experience
- Cross-device attribution
- Brand-safe environment
- Insightful, up-to-date reporting
- Foot traffic reports that verify store visits

CLIENT RESULT

55x return on ad spend

A real estate investment group targeted a list of homeowners to encourage them to sell. After launching Addressable Streaming TV, they closed **$140,000 in sales**.

Results from a single advertiser; individual results vary.

