GUIDE

Unlock the Power of **Cross-Device Advertising**

One message, every screen your customers use.

Connecting with your audience smoothly across every device is now the mark of a successful campaign. As habits shift, the challenge is building one consistent campaign that works on desktops, laptops, tablets, phones, and TVs.

HOW IT WORKS

1. **User identification**
   Platforms recognize the same person across devices using cookies, device IDs, login data, and IP matching.
2. **Behavior insights**
   AI-driven algorithms analyze browsing habits, app usage, and content viewing to understand what people care about.
3. **Smarter ad delivery**
   Ads reach people on the right device at the right time. For example, a teaser on mobile, then the full commercial on their smart TV.
4. **Attribution and measurement**
   Tracking connects ad views across devices, so we can measure what's working and keep improving.

WHY IT MATTERS

- **Consistent messaging**
  The same brand experience on every device.
- **Higher engagement**
  Reach the people most likely to watch and interact.
- **Better return**
  Fewer wasted impressions and more chances to convert.

Cross-device targeting makes video ads more strategic, efficient, and personal, meeting customers wherever they spend their time.

