

OTT / Connected TV Ads

CHALLENGE

You need your community or senior service to stand out with instant credibility in an increasingly cluttered digital environment.



SOLUTION

Over-the-Top (OTT) and Connected TV ads reach viewers of all ages who watch streaming TV. Did you know 65% of adults aged 22 to 45 years old no longer watch traditional TV? We can present 1:1 aspect ratio commercials on their choice of viewing platforms.

FEATURES

- Target specific individuals across multiple streaming platforms.
- Deliver hyper-focused messaging to your target audience.
- More than 90 million US households have Connected TV devices, so you can meet your audience where they consume content.



BENEFITS

- One-on-One targeting with video content.
- Fully integrated capability to retarget with display and CTV ads when another action is taken.
- Deliver ads in relevant placements to ensure you reach consumers who are interested in your service or product. You can specify where your ads will be shown:
 - Ratings of shows
 - Time of day
 - Type of shows
- Enjoy a more cost-effective ad spend to reach only the individuals you are targeting instead of wasting your budget on audiences who do not match your target audience.