

# Connected TV & Over-The-Top Advertising

Explore behavioral targeting that allows you to reach binge watchers, cord cutters, and on-demand streamers.

Target unique behavioral audience segments with your video message over a collection of the nation's largest streaming platforms and services. AccuData's Connected TV & Over-The-Top (CTV/OTT) digital advertising service displays your video ad in an effective and impactful way.

## Benefits



Create customized audience segments that meets your geographic, demographic, and programming criteria.



Improve the likelihood of conversion with additional impressions that complement ongoing digital campaigns.



Use our conversion zone technology to attribute increased in-store traffic to households that have seen your video ad.

Explore advanced targeting options that capture the attention of the nation's most well-known streaming media users. With a non-skippable content format, advertisers can engage with an audience committed to the content they are consuming. A large number of platforms and services are available.

### Targeting Capabilities

- Use your existing postal address list
- Age, Gender, and Income
- Parental Status
- Search Behavior
- Purchase Intent

### Platforms & Services

- Amazon fireTV®
- Apple TV®
- Hulu®
- Roku TV®
- Xbox One® and hundreds more!

### Programming

- Live Sports
- Live Streaming
- Local News
- TV Shows and Movies
- On-Demand Services



## What We Do Best

Say hello to your own digital performance, strategy, and insights team. AccuData has the skillset and know-how to activate digital marketing tactics for improved targeting, enhanced customer engagement, and strategic positioning. Whether you seek an end-to-end solution, or you simply need specialized planning, our team stands with you as an embedded partner and extension of your team.



## Additional Considerations for Your CTV/OTT Campaigns

### Premium Inventory

Select from ad inventory on major national networks, Tier One streaming services, and top streaming platforms.

### Additional Placements

Display your video ad to phone, laptop, computer, and gaming console users as well as those watching TV.

### Content Formatting

Consider creating multiple ads for a variety of placements. Accepted formats include :10, :15, or :30-second spots.

### Comprehensive Reporting

See the streaming service that displayed your ad the most as well as viewer demographics, behavioral data, and more.