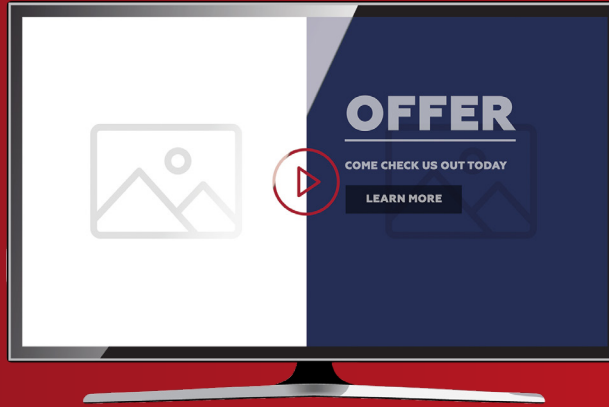


Target in-market prospects across popular streaming services.



How It Works

1 

A prospective customer watches a TV show on a streaming platform.

2 

If the user fits your targeting criteria, a bid is automatically placed to present your ad.

3 

A 15-30 second non-skippable video ad is presented during a commercial break.

4 

The prospect either clicks directly on your ad or remembers your brand and searches for your business online.

Our Approach

CLTV is a connected TV advertising service that helps communities reach in-market prospects across popular online streaming platforms.

Our team of digital media specialists targets in-market TV streamers with non-skippable 15-30 second video advertisements. We leverage advanced targeting capabilities to reach TV viewers in-market for apartments across your desired geographic radius.

Benefits

- Expand your reach to TV viewers. 80% of U.S. TV households have at least one internet-connected TV device, and 40% of all adults in TV households watch video on a connected TV device daily*.
- Access a wide range of detailed targeting segments (44,000 data segments).
- See higher video completion rates with a non-skippable ad format.
- Video played on the big screen leads to higher ad recall. 62% of TV viewers can recall half or more advertisers compared to viewers on a tablet (47%), smartphone (46%), and computer (45%)**.

The Conversion Logix Difference

- We have access to more than 165 billion ad slots per month across top media properties and over 44,000 audience segments.
- Eight out of ten CLTV viewers watch the entire video ad.

Source: Leichtman Research Group, June 2020

**Source: Hub Entertainment Research, June 2016