

PROGRAMMATIC VIDEO

Programmatic Video plays your 15-second, 30-second or long-form video within other video content online at scale.

DETAILS

Programmatic Video increases brand recall and has a positive impact on all devices.

- Increase favorability.
- Boost brand association and engagement.
- Drive intent to purchase advertised product.

Programmatic Video drives click-throughs and shows positive engagement across all devices.

- :30 Programmatic click-through rate = 87% above industry average.
- :15 Programmatic click-through rate = 371% above industry average.

BENEFITS

Behavioral targeting

Target consumers based on their behavior and tracked interest online.

Demographic targeting

Target a specific age, income, or gender when trying to reach your consumers.

Frequency targeting

Control frequency, limiting or increasing the number of times your advertisement is viewed.

Day parting

Control when a user is able to see your sale message.

Geographic targeting

Target a user based on their location, available by zip code, city, state, country, and radius. Custom Geo Fencing is also available.

