

TargetTV

It's A Multiscreen World: Get New Advantages



Repurpose Your Video Content For MultiScreen Audiences

9 Ways To Improve Your Commercial's ROI With TargetTV

1. Link your viewer to your website or shopping page
2. Capture IP addresses for future retargeting
3. Don't pay when a viewer changes the channel
4. Get free companion banners
5. See where your video engages and loses interest
6. Split test different versions of your videos
7. Take traffic to your video channel where playlists await
8. Control what comes up at the end of your video
9. Engage with visits, FB Likes, social shares, subscribers

Reach Targets More Effectively

Geo-location
Interests
Needs
Income
Time of Day
Age
Political Interests
Keyword Searches

Day of Week
Gender
Device Type
YT Channel
Week of Month
Hobbies
Remarketing



Target River

TargetTV

It's A Multiscreen World: Get New Advantages



The Problem with just using TV:

- Viewership per program is down
- Average length of viewing is down
- Rates are rising
- Fewer commercials are being viewed



The Solution:

- Go Multiscreen with your current video content or content we can help you cost efficiently produce, optimized for viewing on devices



Why TargetTV:



29 seconds of bonus time

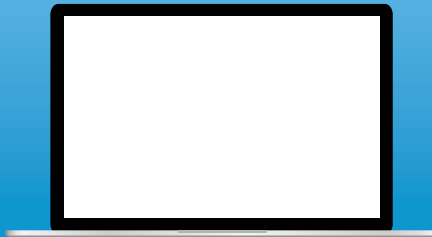
ONLY PAY HERE

Do you get charged when viewers switch the channel?

Not with TargetTV!

Impression Boosts:

Multiscreen lets you run free banner ads on devices that viewed your spot. **ONLY PAY WHEN CLICKED!**



Icing on the Cake



You define your audiences!

More than 250 targeting options including: geo-fencing, age, gender, language, income, interests, purchase intentions, political preferences

You interact directly: commercial views, display ads, optimized landing page

Get greater reach + frequency + leads for less