



Connected TV Sync

Maximising CTV ads impact

Prime time, anytime



Brand-safe storytelling

Advertise with quality, brand-safe content across streaming apps, OTT channels, and gaming



Audience Targeting

Reach viewers based on interests, demographics, digital habits, and location data using 1P data or integrated DMPs



Cross-screen Measurability

Measure effectiveness across online metrics and in-store footfall



Premium Viewability

Engage High Awareness Users to boost ad interactions



Omnichannel journey

Connected campaigns for the hyper connected multi screening user of today



Connected TV Household Sync

Effortless Interactions with your
Audience made possible with our
Household Sync technology

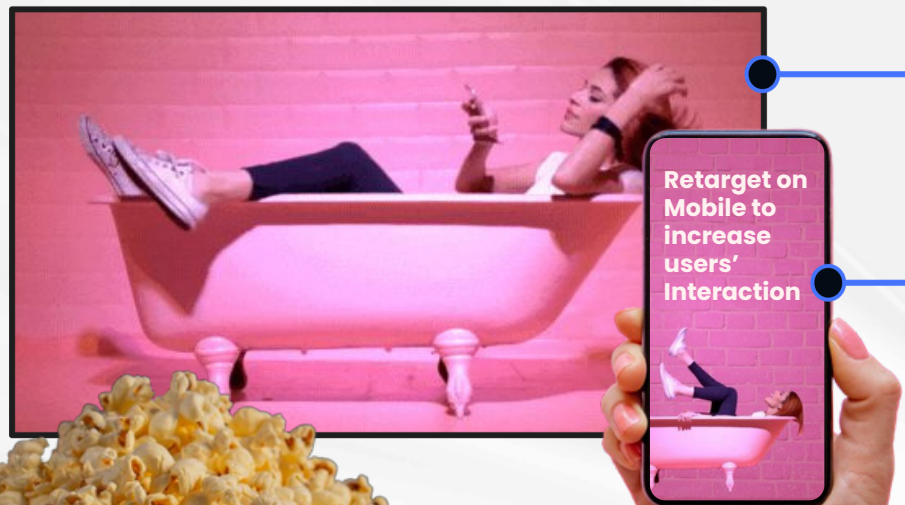


When CTV meets mobile



Measure, attribute and boost interactions with Household Sync

- 1** We place your video ad on a Premium CTV publisher
- 2** We find the mobile devices linked to the same household where the ad was shown
- 3** We display the mobile ad within 30 seconds to 48 hours after the CTV ad, enhancing brand recall and encouraging action.



Leading to

- Store visit (IRL)
- App stores
- Apps
- Websites





Connected TV App Sync

High-impact CTV ads drive measurable increases in mobile and CTV app downloads and engagement.



Effectively acquire users across screens



CTV to
Mobile



CTV to CTV

✓ Real-Time Tracking

Seamlessly track Installs & in-app events of your CTV and your mobile apps in real-time

ADJUST



KOCHAVA★

✓ Maximizing Impact

Stand out of the crowd advertising on big screens, while optimising based on real time measurement

✓ Unlocking High Conversion Rates




















Maximize conversion rates of up to 5 events, thanks to our algorithms, which make decisions based on more than 35 variables on CTV



Let us do the heavy lifting!

Fully integrated with top MMP

- ✓ **Optimize in Real-Time**
towards KPIs across screens
- ✓ **EasyA/Btesting**
of pricing, creatives and any targeting option
- ✓ **Assisted Conversions**
Measure impact on non-attributed conversions
- ✓ **Advanced buying methods**
Micro-bidding at publisher level and Deals

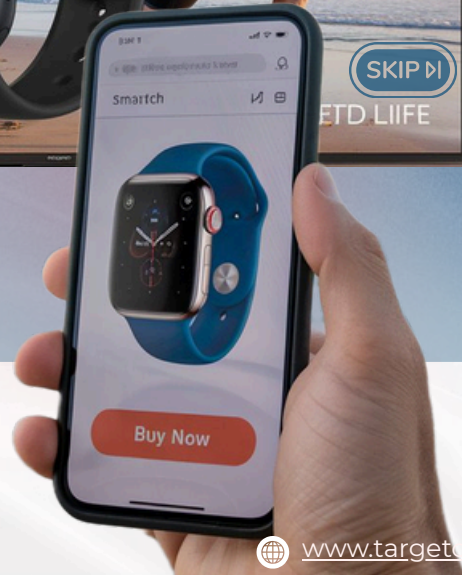
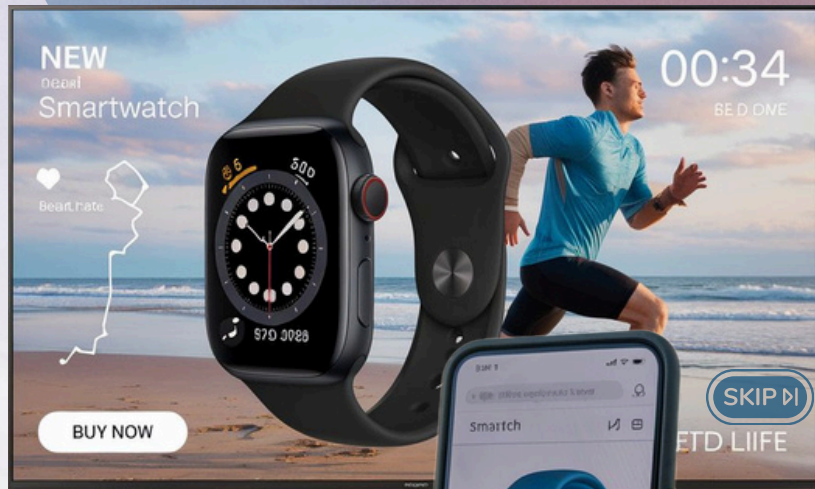
				
 Mobile to Mobile				
 CTV to Mobile				
 CTV to CTV				



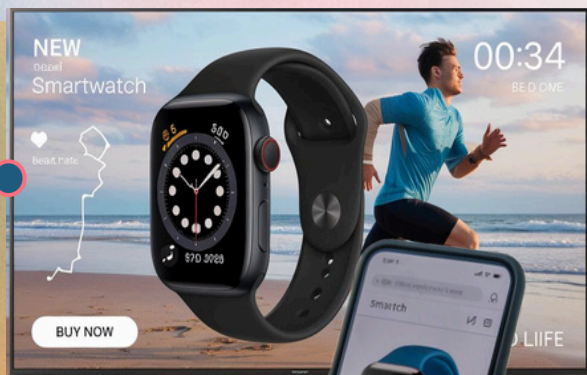


Connected TV Web Sync

Impactful CTV ads with measurable results for e-commerce and landing pages.



Track CTV impact on web performance



✓ Household attribution

IP-based household-level attribution to track web conversions from Connected TV ads

✓ Google Analytics 4 integration (GA4)

For seamless real-time event measurement



✓ Data-driven optimization

Effortlessly track, attribute, and optimize ad placement in real-time using our algorithms that analyze over 35 CTV data points to maximize web views.



CTV

Offline Sync

Creating a Strong Brand Identity with Consistent Messaging, Targeted Engagement, and Unified Customer Experiences.





From online to offline impact

Unified customer journeys with targeted impact



Driven by
Location
intelligence

- ✓ Maximize the **power of Location** information, from insights to elaborated targeting
- ✓ Synchronize Campaigns & Optimize Effectively to establish a brand identity to effectively **reach audiences across screens at the right time**
- ✓ Track the **increment in store visits** from any screen with our **Drive-to-store** measurement solution

Utilize the power of Location



Evaluate how effective your Mobile, CTV, and DOOH ads are in driving consumers to your stores.

INCREMENTAL VISITS

- ✓ Measure incremental visits to your store, from CTV thanks to Household sync
- ✓ 15 to 30 day custom visit attribution window

FREE AREA DISCOVERY

Discover points of interest and segment them at no cost

PRIVACY-FIRST BY DESIGN

Fully compatible with existing privacy regulations (GDPR, CCPA...).

AUDIENCE MANAGEMENT

- ✓ Retarget your customers across all devices
- ✓ Automatically create location-based audiences and use them in all devices.



How to turn weather into action?



Weather Targeting

Personalize your ads and campaigns dynamically according to weather conditions



Dynamic creative optimization



Scalable global solution cities with pop. over 5,000.



Budget allotment for synced campaigns



Weather information is **updated every hour**



Pause synced campaign when weather changes



OpenWeather as data source

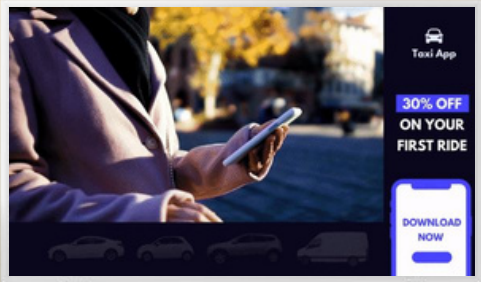


Tailored features for CTV

- ✓ Creative sync
- ✓ Smart AI
- ✓ Maximize user Awareness
- ✓ Viewability in real-time



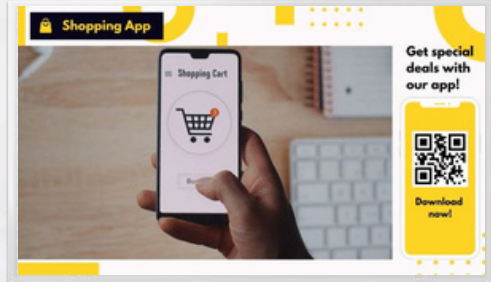
Brand Recognition & Engagement



Brand sync

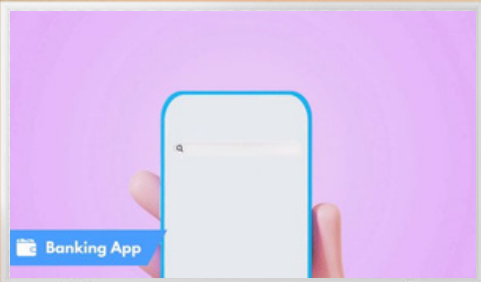
Feature an **animated stripe** to further highlight your product and message.

Preview



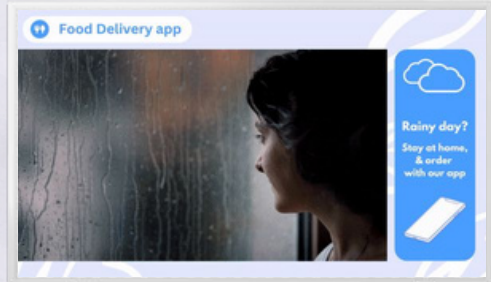
Conversion Sync

Use a **smart QR code** to lead users to the app store or a specific app section.



Progress Bar Sync

Feature a **progress bar** with a totem of your product.



Offline sync

Adapt your ad to **real-world conditions** like weather, etc.

Tailored features

Smart AI

Automatically **filter out** risk categories with **AICTVSafe**

BLOCK

- 18+ • Adult Content
- Piracy
- Hate Speech
- Harmful Substances
- Fake News
- Disturbing Content
- Gambling & Betting
- Young viewers



TARGET

- OTTs •
- Gaming •
- Interests •
- VPN •

Automatically **target AI-vetted video content** categories

Pioneering LLM based No code solution



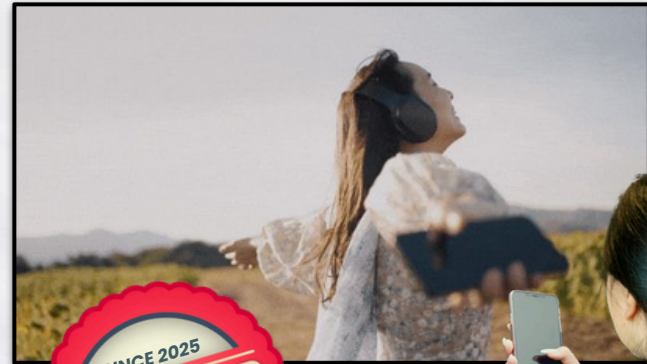
U.S. Patent - Maximize User Awareness



Impact users that are more likely to see and interact with your ad

Targetoo will identify the **ideal point** where interaction is **most probable and focus** exclusively on those users.

- ✓ Fight ad fraud & keep down the costs
- ✓ Boost user engagement
- ✓ Patent filed



CTV Success Stories

Maximizing CTV Impact



Cetaphil



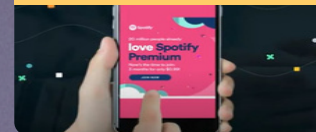
Pizza Hut



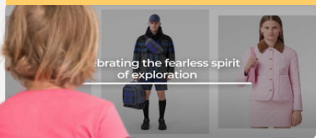
American Tourister



Spotify



Burberry



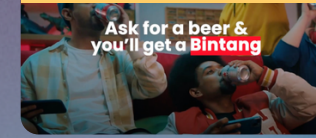
Polysilane



Electrolux



Bintang



Lotus Herbals



Discovery +



Levi's



Key takeaways



✔ CTV Household Sync

Measure, Attribute and Boost interactions within the Household

✔ CTV App Sync

Impact and Measure app events across screens and optimize in real-time

✔ CTV Creative Sync

Adapt your video ads for the CTV user to maximise impact and engagement

✔ CTV Offline Sync

Build a strong Brand Identity through cohesive messaging, targeted reach, and unified customer journeys across screens

✔ CTV Web sync

Impact on CTV and measure web events across screens, optimize in real-time



Impactful
Mobile Ads



Drive to Store
with Incrementality



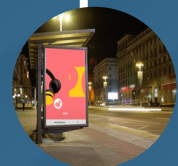
CTV with
Household Sync



Scalable
Omnichannel



DOOH with
Audience Sync



Integrate consumer journeys across screens

