



CONNECTED TV

A better way to connect TV

The fragmentation of media and the rise of connected TV (CTV) are the catalysts for the convergence of TV and digital advertising. To support this, Amobee's DSP offers extensive CTV features which allow advertisers to more effectively plan, activate and optimize campaigns in a seamless manner. Our Demand Side Platform (DSP) allows marketers to target CTV audiences with precision and optimize campaigns in real-time to achieve the brand and business objectives of our advertising clients.

Activate on premium inventory

Amobee's end-to-end platform offers premium CTV inventory, complete with high performance, fraud-free inventory from Hulu, Telaria, SpotX and more.

Optimize across all screens

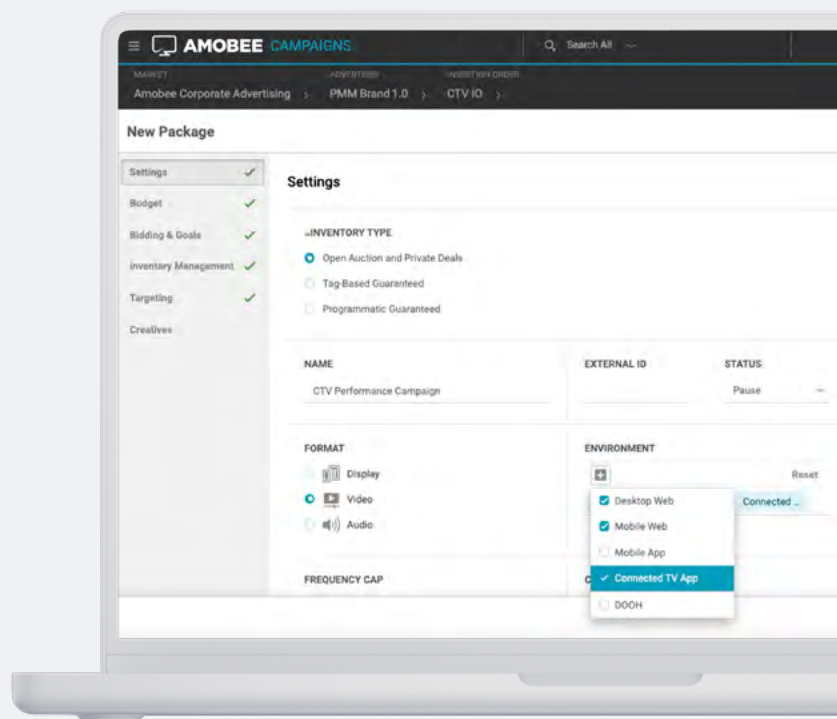
Activate the same audience across screens with one of the largest Data Marketplaces for targeting and activation of campaigns on CTV and digital devices.

CTV reporting

Reporting for CTV campaigns is robust and available directly within the platform. Impression-level data provides insights into CTV audience make-up, inventory availability, device distribution, and geo and time-of-day skews.

Guaranteed fraud-free

With Amobee, only pay for CTV impressions deemed to be free from fraud, as validated by DoubleVerify and others.

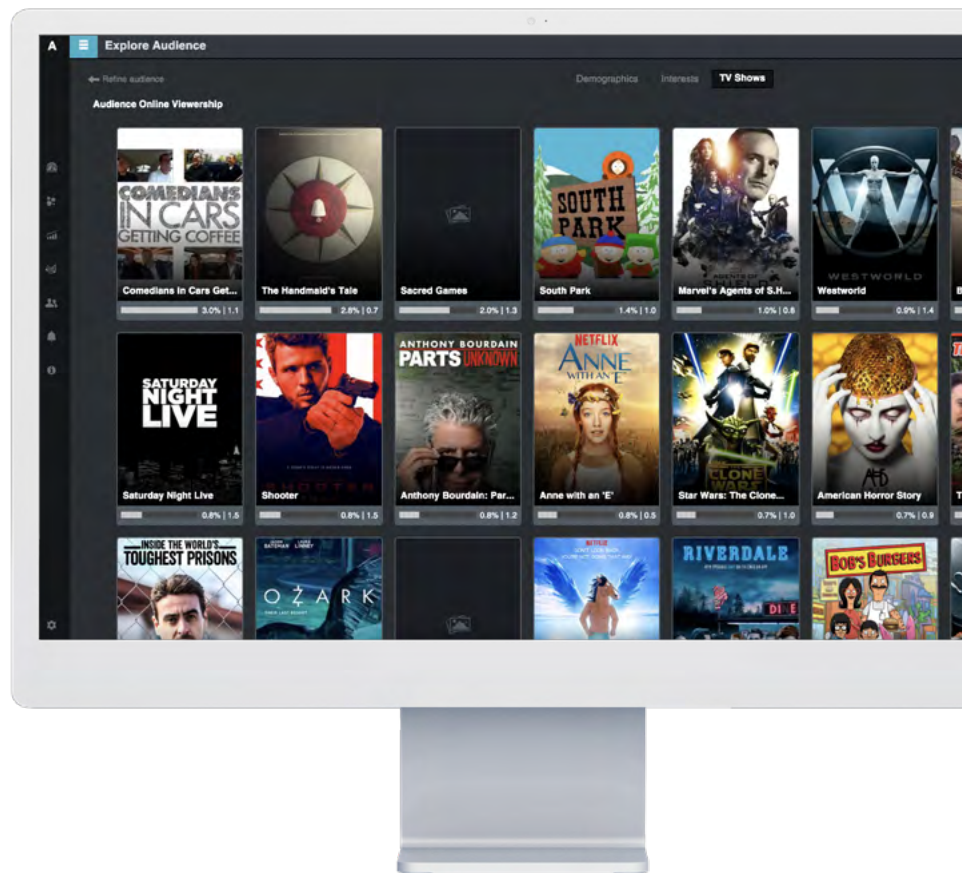


Power big ideas with Amobee's Brand Intelligence

Bridge the gap of digital and TV to discover and identify insights into user streaming affinities and TV consumption habits to extend reach and inform linear and connected TV strategies. Amobee's Brand Intelligence surfaces user interest by analyzing engagements on major social platform, aggregated bidstream data and our panel of 16.1 million consumers worldwide. Amobee Brand Intelligence powers marketing strategy and media activation for the world's leading brands including evian, IKEA, and Lexus.

What's inside

- Understand the viewing patterns and behavioral attributes of your target audience and where they can be reached on CTV.
- Discover new CTV audiences based on target markets, relevant topics and emerging trends.
- Identify CTV content that resonate with your brand's positioning informing your media plan.
- Plan with confidence and maximize the value of your budget across CTV inventory.
- Activate segments optimized for CTV created from Brand Intelligence insights directly in Amobee's DSP.



Amobee is the world's leading independent advertising platform. We empower brands, agencies and broadcasters to improve brand and business results with advertising solutions for the converging world.