

# LEVERAGE ADDAPTIVE'S CTV SOLUTION

Reach businesses and consumers programmatically through Connected TVs and streaming apps

## What is CTV?



### Connected TV (CTV)

refers to any TV (or any device using television as a display) that can be connected to the internet to access content beyond typical offerings from cable providers.



### Programmatic TV

is the automated buying of TV inventory – a data-driven approach to buying and delivering ads against video content on TV.



### Over-the-Top (OTT)

is the method of delivering content over the internet rather than through cable or satellite TV.

In other words, through OTT capabilities and internet connections, advertisers can deliver ads programmatically on connected TVs. This can be done using the same or similar IP targeting methods and validated data sources as your existing display campaigns.

## How does AdDaptive's CTV solution work?



**Validated data:** AdDaptive's customers receive access to the industry's most accurate, validated IP data. This reliable data has brought AdDaptive's customers successes in display, sponsored content, and video ad campaigns; CTV is a perfect fit to round out the customer journey.

*Our proprietary ability to bridge offline and online data naturally carries over into the CTV space, providing the industry's most accurate and effective solution.*



**Future-proof strategy:** CTV does not use cookies, enabling companies to prepare their strategies to withstand future industry changes.



**Targeting:** Leverage channel categories, geolocations, and IP addresses to refine your CTV targeting. Upload an ABM list or build audience segments in our Platform tool to ensure your ads reach the right accounts.



**Accessibility:** OTT content can be delivered across CTV, smart TVs, set-top boxes, desktop, tablet, mobile, gaming consoles, and additional streaming devices.

**Premium inventory:**  
*Brief inventory sample*



*Actual inventory varies based on campaign details.*

## How can I leverage AdDaptive's CTV offering to deliver the most value?

- 1 Promote your brand where people are already engaged:** Warm the top of the funnel with the best opportunity to achieve brand awareness in the current digital-first environment.
- 2 Combine media types for a well-rounded advertising plan:**
  - If you're already running linear TV ads, complement your offering with a solution that automatically places your ads in front of your target accounts where they are already digitally engaged.
    - Leverage existing or similar creatives
    - Piggyback off of value you already place in TV ads
  - If you're already running display, native, or video ads, strengthen your brand awareness campaign by ensuring you are hitting all of the touchpoints at the top of the funnel and making your brand available to your target audience where they are already engaged.
    - Tap into audience's preferred digital-first engagement
    - Increase touchpoints for ultimate brand awareness
- 3 Diversify your media plan:** Distributing budget and risk across multiple avenues will provide you with the most comprehensive way of reaching your audience, yielding low risk and high reward.
- 4 Gain first-mover advantage:** Get ahead of the curve by being the first to access premium CTV inventory and enhance your media plans with a new way to reach your most valued audience, giving you a distinct advantage over your competitors.

**Interested?** Chat with your AdDaptive Sales Representative today.