

ABOVE THE FOLD

The Get Above The Fold has the tools, data, scale and experience to help confidently reach and engage their audience on Connected TV.

THE EVOLVING CTV LANDSCAPE

More Households are able to be Reached on CTV Than Linear



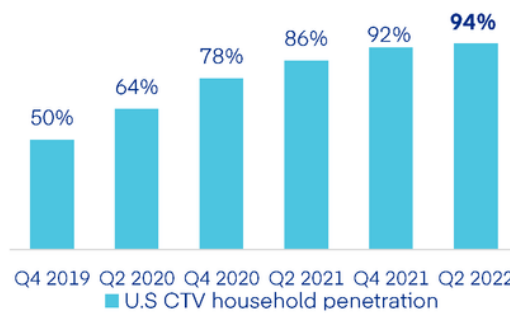
Cable subscriptions in U.S. estimated to fall

1:53

U.S. CTV households reach over



109M+



Total internet users are spending

1:53 a day on Streaming OTT/CTV

BENEFITS OF CONNECTED TV WITH THE GET ABOVE THE FOLD:

- ✓ Tap into the largest **premium inventory** marketplace
- ✓ Minimize waste by using **data to target** the right audience
- ✓ Improve consumer experience with **frequency controls**
- ✓ Measure the impacts of your media on **business outcomes**

WAYS TO ACTIVATE ON CONNECTED TV:

FIRST PARTY

- Home page visits
- Display or video clicks
- Form completions
- CRM

LOOKALIKE MODEL

- Online purchases
- Email sign-ups
- Store locations

THIRD PARTY

- Age/gender composition
- Interest targeting
- Purchase Intent

LINEAR TV DATA

- Incremental reach
- Content viewership prospecting
- Competitive conquest

EXAMPLE INVENTORY PARTNERS:



BEST PRACTICES:

Frequency Controls

Utilize The Get Above the Fold universal frequency capping capabilities. You can apply frequency caps to your overall brand's media activation or at an individual campaign and/or ad group level across channels.

Retargeting

Simplify the process of delivering Impressions to those who have viewed a video ad to 50% or 100% completion with player event retargeting to ensure your brand stays top of mind across a consumer's omnichannel journey.

Measurement

Leverage the right measurement for success based on the goals of the campaign. Capabilities include incremental reach beyond linear, unique reach reporting, and offline or online sales attribution using third-party data partners.