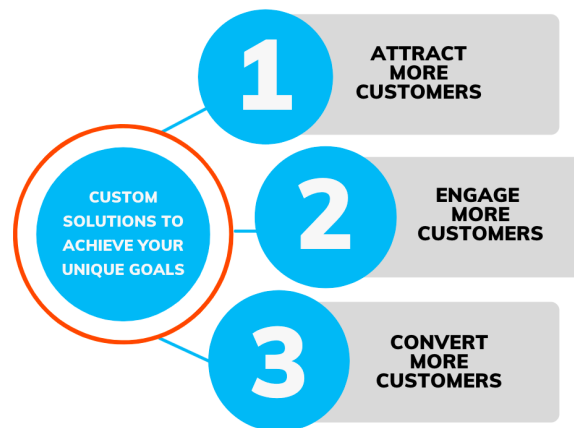


What Does Above The Fold Do?

We Help Connect Businesses and Brands To New Target Customer Personas to Win Hearts and Minds.

Above The Fold is a full service programmatic media that puts our clients goals first.

We work with our clients with transparency so that they can utilize the power of programmatic media placements, with media plans and strategies that work best for each business.



What Is Programmatic Advertising ?

Programmatic technology is the automated process of buying digital media, often through a **process called real-time bidding**.

Programmatic advertising enables marketers and advertisers to gain greater control, efficient pricing, budget transparency, and **better opportunities for optimizations & reporting** than any other method of buying digital media.

“Above the Fold is laser-focused on optimizing my marketing spend towards my target audience. They completely understand my ROI goals, and I feel we are aligned on our quality goals.”
--CEO & Founder - James Agnew

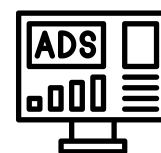
“Above The Fold has been a great asset to our organization as we have fine-tuned our marketing operations over the last year. They show initiative and constantly bringing new ideas and feedback to the table.”
-- VP of Marketing - Talmage Call

“We have utilized Above The Fold’s extensive industry experience in programmatic media to help us build out our full funnel marketing strategies for the most impact. They have a dedication for excellence.”
-- Digital Media Specialist - Mikayla Robertson

Where can your ads be placed?



Connected TV



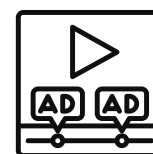
Websites



Mobile Apps and Games



Streaming Audio and Podcasts



Intermittent Video

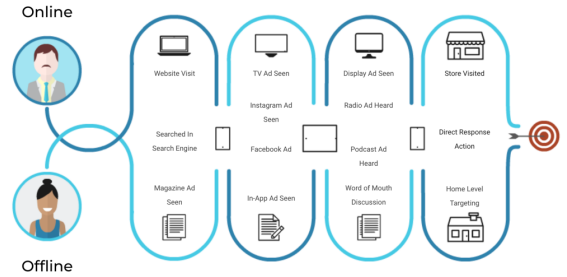
Programmatic advertising

is the perfect addition to your search and social efforts.

[Learn More Here](#)

Targeting Solutions

Digital advertising is a complex landscape. Above The Fold's time-tested targeting tactics can help achieve your campaign's objectives.



Core targeting tactics and strategies include:



Data Targeting



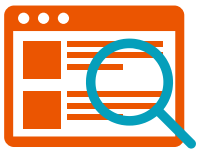
Cross-Device Retargeting



Contextual Category Targeting



Viewability



Contextual Keyword Targeting



IP Address Targeting



CRM Onboarding & Targeting



Audio & Podcast Advertising



Foot Traffic Lift



Event & Tradeshows



Native Advertising



Brand Safety & Fraud Prevention



Video Advertising



Geofencing



Cross-Device Targeting



Connected TV Advertising

