



IN-QUARTER CTV MEDIA WITH AMOBEE

# Get more for your in-quarter spend and reach your CTV audience.



## Unify your video spend with Amobee

1. Predictive incremental reach forecasting based on linear schedule, before spending any new media dollars
2. Generate more ROAS through unique video optimization algorithms
3. Deliver against premium publishers at scale
4. Data agnostic
5. Identify overlap and reduce waste across screens and inventory sources with **4Screen Reporting** and better reallocate budget in the future
6. Discover custom CTV audiences and easily identify trends with **Brand Intelligence** for greater scale and proven performance

## Easy to implement

1. Ingest forward-looking linear TV plan into the Amobee Platform
2. Understand linear viewership and create a forecast against unexposed audience
3. Activate campaign and reserve inventory
4. Deliver incremental reach and manage frequency
5. Utilize holistic reporting to optimize in flight

## Proof points

World's leading job site delivers 120% incremental reach by amplifying TV audiences across digital and social channels.

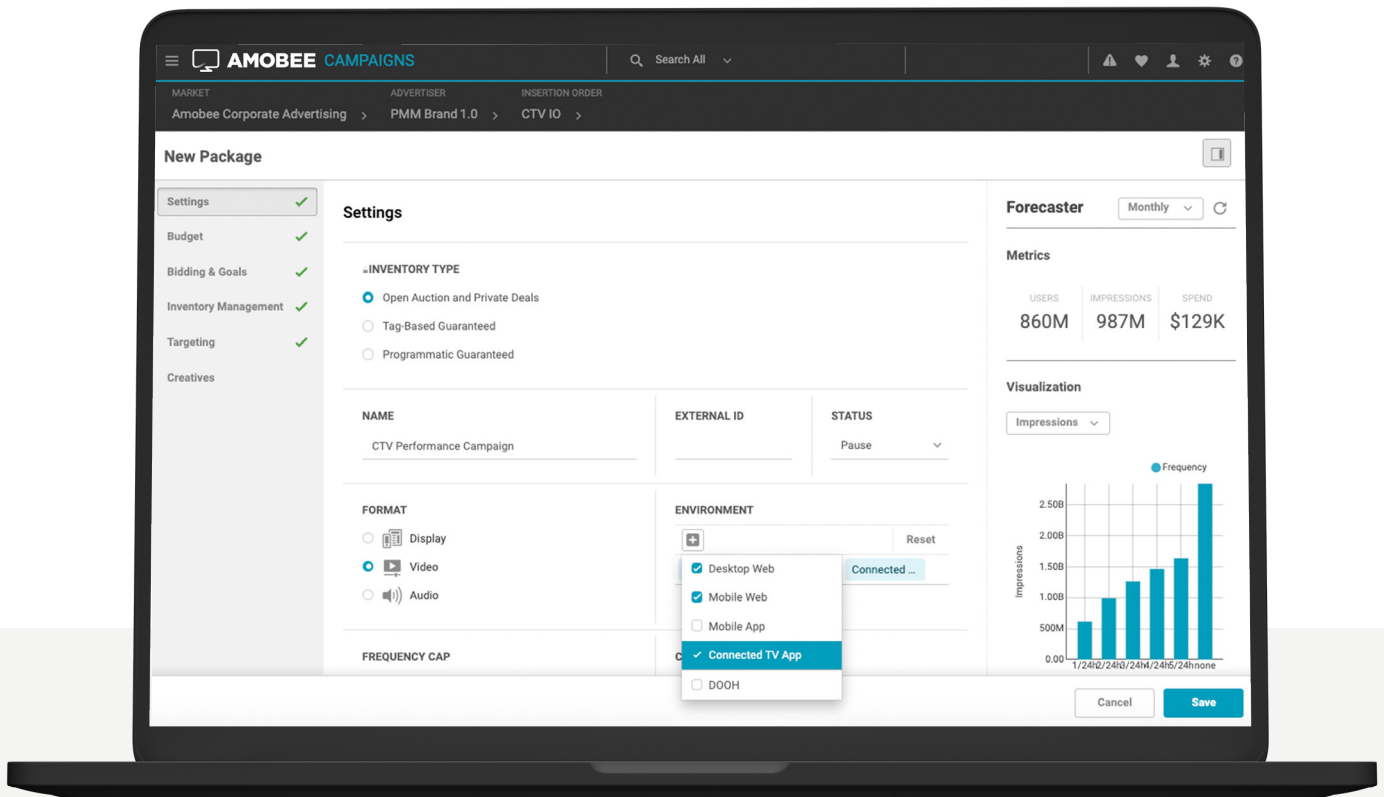
**120%** increased reach in unique users via cross channel

**14.6M+** unique impressions

**12 pt** lift in consideration

**38%** reduced traffic costs





### \$250k+ Investment

- Ingestion of future, current, or historical linear TV plan
- 4Screen Report added value (\$20k value)
- Complimentary CTV Broadcaster tracking & analysis

### \$500k+ Investment

- 4% added value media impressions
- Ingestion of future, current, or historical linear TV plan
- 4Screen Report added value (\$20k value)
- Complimentary CTV Broadcaster tracking & analysis

### \$1M+ Investment

- 8% added value media impressions
- Service fee waived, tech fee only
- Ingestion of future, current, or historical linear TV plan
- 4Screen Report added value (\$20k value)
- Complimentary CTV Broadcaster tracking & analysis

See how Amobee can help you reduce waste across screens and make up for linear shortfalls.