



Pre Roll Video

 **Non-Skippable**

Target a custom audience in a relevant location with video advertising on various websites & apps.

Optimization: Campaigns are optimized for **Video Completion Rates**.

Campaigns are based on a CPM (Cost per Thousand Impressions) model.

VIDEO + RELEVANCY

Utilize the power of video to deliver a compelling message to the most relevant audience.

NON- SKIPPABLE

Our Video Pre Roll Video product model avoids skippable inventory so that your ads are more likely to be viewed.

CTA

Generate leads with a strong CTA and click-through to your website.

TARGETING

Geographic Targeting: Ads are served to a custom geography with zip code level targeting.

Demographic Targeting: Ads are served to specific demographics based on gender, age, income level, educational status, and parenting status.

Interest Targeting: Ads can be served to users who are pre-defined to have certain interests. This is based on browsing history, the content they are viewing, and other recent behaviors.

Keyword Targeting: Ads are served to users who are viewing content that contains relevant keywords.

Retargeting: Ads are served to users who have visited the website in the past 30 days. A tracking tag/pixel is required.

Creative

Length: :15 or :30s

Minimum Bitrate: 2200 kbps

File format: MP4 only

File Quality: 1080p (1920x1080)

Note: The cost is the same for :15 or :30 second ads.

Devices: Desktop, Tablet, Mobile

