

**AMOBEE**

AMOBEE CTV

## Discover, connect, and measure CTV campaigns

Discover today's most desirable audience as they consume content on connected TV (CTV). Whether you're a self-serve customer using our platform or you prefer that we execute campaigns on your behalf, Amobee makes it easy to discover, reach, and measure your audience across today's most watched screens and premium video inventory.

### CTV enables advertisers to:

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Discover key insights on your audiences by understanding viewing patterns, behavioral attributes, and ad exposure to extend reach and inform your strategies.

Access to the full spectrum of CTV inventory, including access to premium broadcast programming and the biggest live sports and entertainment events for the year.

Unify your campaigns across all screens into one platform and report. Holistically plan linear and CTV together with actionable insights and transparency to solve and optimize your CTV attribution challenges with impression-level data.

Engage cord cutters and light TV viewers that your linear TV campaigns don't reach using Amobee's pre-built cord-cutter audience segments, which are already populated in the Amobee platform.

### Contact us today to start the conversation

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Amobee helps the world's most ambitious marketers and their agencies execute CTV strategies and campaigns that deliver big results.



Apply the above data against scalable premium CTV inventory, guaranteed to be 99% fraud free!

Contact us: [solutions@amobee.com](mailto:solutions@amobee.com)