

PRODUCT INFO

Addressable Streaming TV™

Our latest product for connected TV

Addressable Streaming TV combines the unbeatable brand awareness building capabilities of advertising on large-screen, TV-sized devices with the efficiency of micro-targeting.

Maximize the ROI of your ad spend by targeting your Streaming TV ads by where your ideal audience has been in the past, a custom list of addresses provided by the advertiser, interests, or demographics, all while showing your video ads during premium, professionally-produced TV shows and movies.

DETAILS

- In 2022, more people watched Streaming TV than cable for the first time ever.
- 88% of American Households own at least one internet-connected TV device.
- 92 percent of consumers who watch streaming content use at least one ad-supported service, and claim they're 40% better able to recall ads on streaming vs. social media.

BENEFITS

- Precise targeting
- Data-driven decisions
- Ad experience control
- Cross-device attribution
- Brand safe environment
- Impactful insights via updated reporting

Increase results with Addressable Streaming TV™

We know that Streaming TV drives revenue, as evidenced by a campaign that we ran with a major Investment Group. They targeted a list of homeowners to encourage them to sell their homes at a discounted rate. After they launched their Addressable Streaming TV campaign, they saw a 55x return on ad spend and \$140,000 in closed sales.

Now, you can see Foot Traffic reports verifying the impact of your streaming campaign.

