

Reach your target audience mid-stream with video ads.

Streaming TV is on the rise, with 3 in 4 US households subscribing to at least 1 streaming service.¹ We want to help you reach your target audience while they stream their favorite shows at home through Over-the-Top and Connected TV.

Unlike traditional television ads, Addressable TV can target specific homes with your video ads - taking out the guesswork of selecting timeslots and audience, eliminating waste in your marketing budget.

HOW IT WORKS.

B2E utilizes an industry-leading technology that utilizes targets' IP addresses as the entry point to deliver video ads through streaming platforms.



BENEFITS

- Known and highly targeted audience
- No guesswork for timeslot and audience selection
- Video ads can be specific to a targeted segment rather than dictated by the programs being viewed
- Matchback analysis to sales – tangible and accurate proof of ROI

AppNexus Supply



External Supply



Devices



MORE TARGETED. MORE SUCCESSFUL.

Contact B2E Data Marketing and see how Addressable TV Campaigns can help you:

- **Increase accuracy** by mapping IP address with home addresses with 95+% accuracy
- **Reach audiences** who are most likely to convert
- **Drive results** by cross-referencing targets with sales to prove ROI

¹ <https://www.leichtmanresearch.com/74-of-u-s-households-have-an-svod-service/>