

# DIGITAL VIDEO

Drive awareness with video across a variety of devices and targeting methods.

**2:13**

MINS PER DAY WERE  
SPENT WITH DIGITAL  
VIDEO IN 2020



## FIND DESIRED AUDIENCES

- **Device:** Desktop, Mobile, Tablet, Connected TV
- **PMP:** Wide variety of deals including 1<sup>st</sup> party data, premium inventory, and CTV.
- **Audience:** 3<sup>rd</sup> party segments targeting demographics and behaviors. CTV will require the enablement of cross device.
- **Contextual:** Cookiless targeting around contextually relevant content including demographics and behaviors based on content.

**88%**

of marketers say video  
provides positive ROI.

**212.5 MILLION**

Americans are predicted to  
watch CTV in 2021.



## DEFINE VIDEO OBJECTIVES

- Completion Rate
- Completed Views
- Quartile Percentages
- Cost per Completed View



## INVESTIGATE INVENTORY

- In-Stream
- In-Feed
- Interstitial
- In-Banner
- General Marketplace
- Private Deals