

CTV POWERED BY MOBILE DATA

WHY CTV WITH SABIO?

DATA DRIVEN TARGETING:

Utilizing app & location data from 300MM+ mobile devices, we create custom segments that we implement across CTV campaigns.

METHODOLOGY:

We developed a better way to identify the consumer by connecting behavioral data from mobile devices to CTV households and, in the process, we created a more accurate Household Graph.

UNIVERSAL FREQUENCY PIXEL:

Measure frequency across multiple mobile and CTV partners to avoid duplicated reach, ultimately serving impressions where they will have the most impact and thus preserving valuable ad dollars.

VALIDATED INVENTORY:

Inventory is vetted based on specific parameters including viewability and fraud. While we still work with industry leaders like IAS and DoubleVerify for 360° protection, our internal validation process serves as a solid first line of defense.

RESULTS:

More relevant data leads to increased targeting efficiency. This, combined with customized creative delivered across popular content, drives a greater ROI.

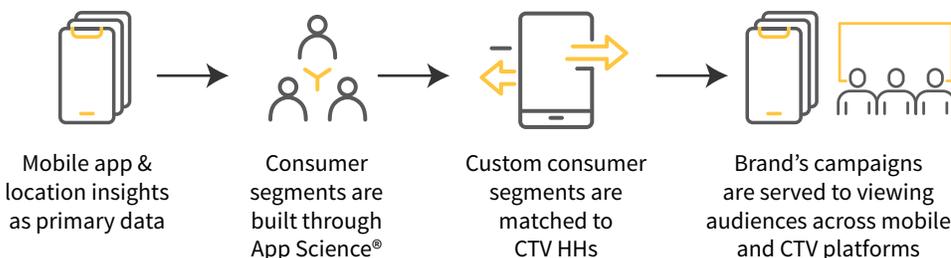
MEASUREMENT & INSIGHTS:

We go beyond VCR, providing HH insights and the ability to determine lift and purchase intent through brand studies.



HOW IT WORKS

App usage and location insights are used for our CTV consumer targeting:



ABOUT US

At Sabio, we use our proprietary technology to analyze mobile app data from over 300MM devices. This data provides insights into interests and affinities at a device level, while maintaining privacy standards. We combine those insights with data, such as viewing and device info from 110MM CTV devices. All of this information is used to create truly unique audience segments that are made available across 55MM matched mobile and CTV HHs.

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