UNIVERSAL FREQUENCY PIXEL

sabio
CTV Powered by Mobile Data

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.

WHAT DOES IT SOLVE FOR?

The Universal Frequency Pixel helps to resolve issues arising from ads showing across several streaming platforms. The UFP gives advertisers control over capping the frequency of ad exposure, thus reducing duplication and over-saturation.

CAN IT BE CUSTOMIZED?

Frequency can be set at a specific rate based on the advertiser's preferences. It can be as wide as 10 impressions per user per day, or as narrow as one impression per user per year. A narrowly defined frequency cap will allow for the widest, unique de-duped reach, whereas a broadly defined cap creates more brand recognition through repetition.

HOW IS IT IMPLEMENTED?

The implementation requires only a 1x1 pixel and a device ID passed into the pixel (the device ID is the only piece of user information the pixel collects). This works across both CTV and mobile in-app environments, and can be in image or JavaScript format.

SAMPLE USE CASE

PROBLEM:
Advertiser is running a CTV campaign with Sabio and a streaming platform, and both companies are serving ads within the TNT app.

SOLUTION:
Advertiser implements the Universal Frequency Pixel on the streaming platform, and Sabio will automatically block or cap the impressions delivered on exposed users, avoiding duplication.

ABOUT US

At Sabio, we use our proprietary technology to analyze mobile data and gain insights about consumer behavior such as life stages, passions, and interests. These insights serve as the foundation for our custom audience segments, which are the basis for our campaigns that we deliver to over 110MM CTV households.

PLUTO   Trvl CHANNEL

newsy   USA network

NAT GEO TV   Discovery GO

A&E   HGTV

CNN   TNT

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