



CTV Powered by Mobile Data

We all shop, but how does Sabio help find the right shopper?

It's no secret how popular streaming services have become over the past couple of years. More and more people are dropping their cable subscriptions for curated content that they can watch on their own schedule. As with any other digital platform, there's an endless amount of content available through ad streaming apps. The advantages of CTV viewing easily outweighs those of Linear TV for both viewers and advertisers.

52%

more likely to purchase a product advertised on CTV than Linear

45%

more likely to visit a store based on a brand's CTV advertising

Source: Statista 2021

So, it's no surprise that more and more brands and their agency partners are turning to ad supported streaming platforms to reach consumers. The benefit to advertisers is that CTV provides a data rich environment that delivers greater targeting and deeper insights. At Sabio, we have a very unique methodology to identify shoppers, build more engaging creative, and deliver at scale to connected homes through diverse programming.

As a means to get more out of campaign performance, our reporting is designed to provide our clients with more actionable insights for future CTV planning.

And we can't forget about doing more to engage with a captive audience on the biggest screen in the home. Our award-winning creative studio is pushing more interactive CTV units that drive commerce, build loyalty, and capture bargain hunters all from the comfort of the living room.

To learn more about how Sabio can help you reach shoppers more effectively, reach out to us at danielle@sabio.inc or download our one-sheet below.

Regards,
Danielle Vaughan
Director of Sales, CPG

DOWNLOAD ONE-SHEET HERE