



CTV Powered by Mobile Data

Sabio Limits Wasted CTV Ad Dollars by Reducing Duplication

Last year, streaming platforms saw a huge increase in users, in part because of time spent at home due to social distancing. That shift doesn't seem likely to revert back to pre-2020 figures. As a result, brands are directing more ad dollars to Connected TV. It's estimated that \$11 billion will be spent across ad-supported streaming platforms. One challenge for brands and their agencies will be ensuring that campaigns preserve the effectiveness of their ad dollars and reduce duplicate reach.

To ensure that our clients get the best results, Sabio has created its Universal Frequency Pixel [UFP]. The fully customizable pixel addresses issues caused by ads running across multiple streaming platforms simultaneously. The UFP gives advertisers control by capping the frequency, thus reducing duplication, creative fatigue, and wasted ad dollars.

To learn more about our Universal Frequency Pixel and how it can be implemented in your future campaigns, please download our one-sheet [here](#):

[DOWNLOAD ONE-SHEET](#)

