

# SHOPPER CTV STRATEGY

## DATA DRIVEN TARGETING:

Utilizing app & location data from over 300MM mobile devices, Sabio creates custom segments that can be implemented across CTV campaigns.

## UNIQUE METHODOLOGY:

Sabio applies individualized behavioral data from mobile devices to CTV households, and in the process has created a more accurate Household Graph.

## SUPERIOR RESULTS:

Fresher, more relevant data leads to increased targeting efficiency. Sabio's custom segments, combined with customized creative delivered across vetted inventory sources, drives a greater ROI for CTV.

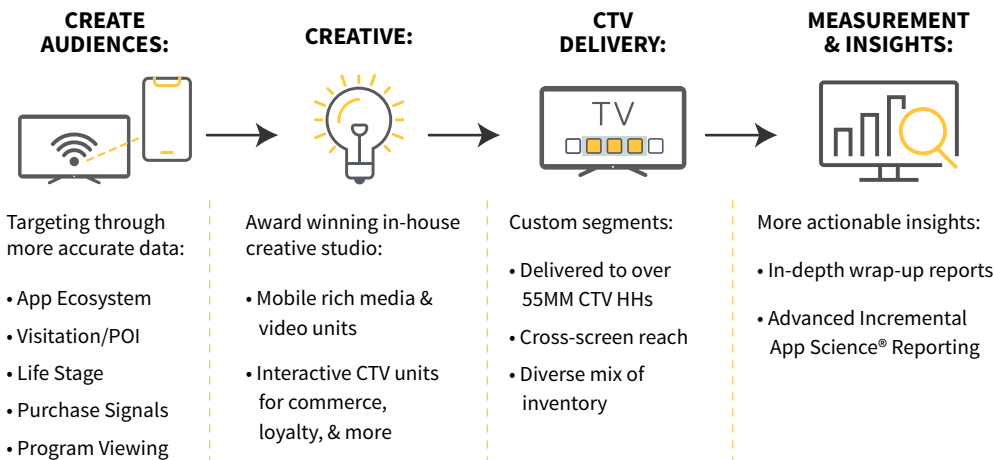
- APP ECOSYSTEMS:**
- Identifying shopper audiences through app usage behavior

- LOCATIONS:**
- Grocery stores, Retailers, Shopping centers

- DEMOGRAPHIC DATA:**
- Lifestyle, Interests, Behavior

- SHOPPER DATA:**
- Purchase data, CRM data

## HOW IT WORKS



Personalize creative based on location, behavior, and interests for a more relevant & powerful video spot.

Use QR codes to create transactional CTV advertising that enables brands to make their ads shoppable from home.

## 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 view-ing 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.

### ECOMMERCE



### BRAND/SALES LIFT



### FOOT TRAFFIC



### DEMOGRAPHIC

#### DIGITAL AD RATINGS



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