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OTT Advertising

Reach the growing streaming audience across all devices in households locally or nationally with streaming and connected TV advertising.

Talk to an expert
“Not clickable” doesn’t mean “not measurable.”

Using the right combination of advanced targeting capabilities, programmatic media buying, and incremental lift testing, we can reach a more relevant audience on whichever OTT service they may be using, eliminating ad spend waste. Once your ads are running, we’ll track and monitor performance in real-time, and make immediate adjustments to your targeting selections to optimize ROAS.

Precise targeting capabilities

Reach the right audience using a robust mix of targeting capabilities including geographic, demographic, behavioral, first, and third-party targeting. Layer and create lookalike audiences from lists or target audiences, and use cross-device retargeting to drive conversions.

Cross-device attribution

Get a holistic view of conversions and audience behavior across devices using pixels and our household identity graph.

Premier partnerships that drive performance

Our premium partnerships allow us to serve your ads across traditional networks and trusted OTT services that align with your brand and audience. Hulu, Roku, Peacock/NBC, Paramount +, Tubi, Sling, Fubo, Warner Bros/Discovery, Pluto, and many more.

High-impact visual creative

Our SAG/AFTRA-licensed creative team has 20 years of experience building video ads to drive performance. In-house creative means your ads can be launched to market with speed and efficiency while being consistently tested and optimized for greater effectiveness.

Centralized data and custom dashboards

Custom-built dashboard provides easy, real-time view of campaign performance across media channels.

Always-on incrementality testing

Incrementality testing provides insight into the true incremental impact of your ad spend. This data informs our decision making and further improves our optimization efforts to drive net new customers for your brand.

Household Identity Graph

We use more than just IP addresses. We leverage first party data combined with variety of digital identifiers to accurately tie all devices to a household for targeting and attribution.

The power of programmatic media buying

Improve buying efficiency and determine optimal exposure rate for top performance across streaming services, audiences and devices. Programmatic media buying also allows for quick campaign adjustments such as creative swaps, targeting, or budget changes.

We're here to help you grow your business.

Whether you have something specific in mind or just want to learn more about our services, we'd love to hear from you.

A member of our team will contact you within 24 hours.

Maureen G.

Ken S.

Tanner M

Name*

Email*

Job Title

Company

Phone Number

What can we do for you?*

Services

Performance Creative

CTV/OTT

Television

Radio

Digital Audio

Programmatic

Paid Search

Paid Social

Direct Mail

Sponsored Content

CRO

Out of Home

SEO

Data powered by OneSource™

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Work Email*