## Content When You Need a "Mental Break"

News coverage and commentary regarding COVID-19 is everywhere. Every channel, website, email, and glance outside is a constant reminder of this extraordinary situation.

+ When people need a mental break to escape the news, they turn to content that does not feature COVID-19.

+ When placing your brand adjacent to content that's not related to coronavirus, you're reaching consumers when they're in a positive and more relaxed frame of mind and creating a positive brand association.

We've built a package to run on our collection of premium publishers. Partner with us to adapt your brand's strategy to fit these evolving times.
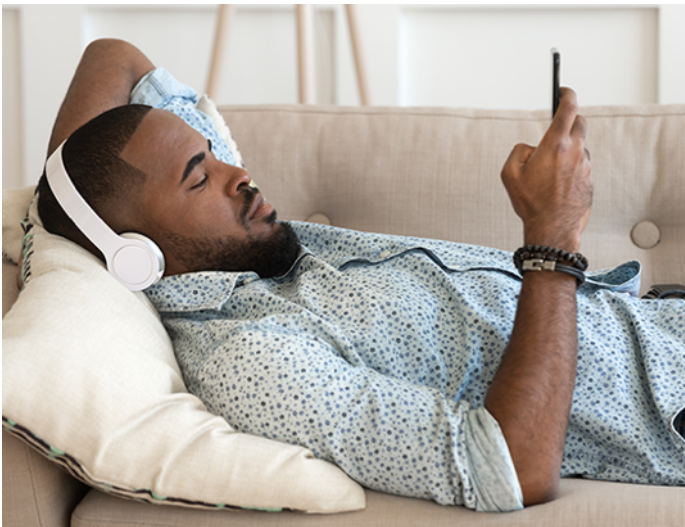
75% of Americans are concerned about the COVID-19 situation.*

The CDC recommends you "Take breaks from watching, reading, or listening to news stories, including social media. Hearing about the pandemic repeatedly can be upsetting."**

*Source: Global Web Index, March 2020
**Source: CDC, March 2020

Premium Partner Examples

FANDOM   HOROSCOPE.COM   Animal Channel   Dave's Garden

GAMEPEDIA   Shareably   apartment therapy   the kitchn

## Maximize Your Media Dollars

+ Placement-level optimization ensuring delivery of KPIs
+ 100% direct-to-publisher inventory and pre-bid fraud scanning by WhiteOps that eliminates wasted media spend

+ Best-in-class service from dedicated TripleLift deal SMEs
+ Creative consultations to help optimize campaigns to meet your KPIs

Best Practices

+ The best ads are contextual, adapting to the content environment but also keeping in mind what's important to your audience right now.

+ Avoid using imagery that features people out of their home, as it's more difficult for consumers to envision themselves outside given social distancing and self-quarantining.

+ Educate your audience on your brand. Note if you are offering a free trial of your service, or details about your product. Keywords to highlight include: virtual, in home, deal, quick, sale, deal, and free trial.
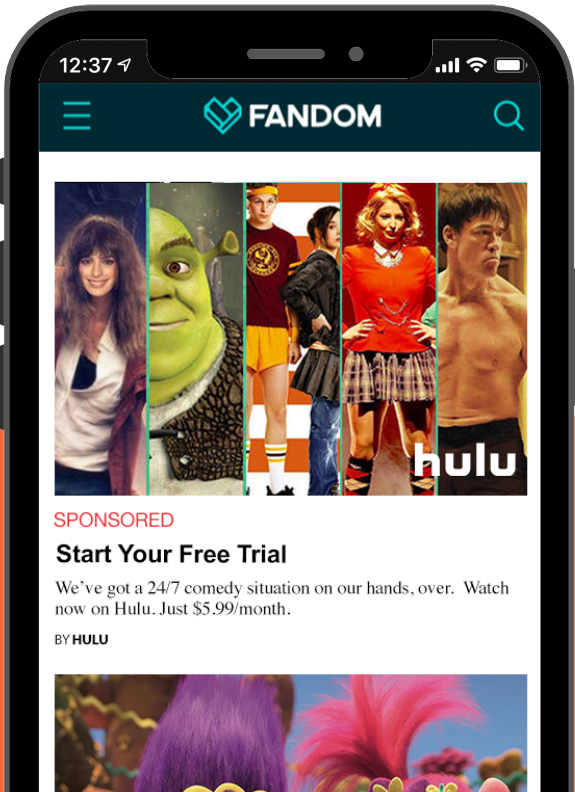
Reach out to your TripleLift representative to activate your deal today.

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