

KIA

STREAMING TV + ONLINE VIDEO

Our Momentum Streaming TV solution delivers engaging ads to reach households and users watching premium TV online (over-the-top (OTT)). Momentum Streaming TV delivers ads to users viewing TV content on devices like smartphones, laptops, and tablets and to households viewing TV content on the big-screen TV via smart TVs or streaming devices.

We value delivering ads to premium inventory at scale with our Momentum Streaming TV solution! To ensure that we buy the best inventory on behalf of our clients, we have formed strategic relationships with publishers to enhance our already ad placement efforts. Here's a list of the most recent publisher relationships that we've formed:

BENEFITS

- Premium and curated inventory
- Frequency control
- Strategic sales zip code targeting for highly-localized campaigns
- Continuously-updated audiences with our Momentum proprietary optimization tool (updates every 24 hours)
- Unique and compliant :15 and :30 second Streaming TV assets designed for Streaming TV platforms

Our Momentum Online Video solution delivers premium video ads across the open internet and walled garden platforms, appearing before, during, and after streaming content. OLV optimizes ad delivery by combining custom audiences with platform algorithms to minimize CPM and increase ad engagement.

BENEFITS

- Strategic sales zip code targeting for highly-localized campaigns
- Continuously-updated audiences with our Momentum proprietary optimization tool (updates every 24 hours)
- Specific in-market audiences for your specific make and model or for conquering goals
- Unique and compliant :15 and :30 second Online Video assets designed for Online Video platforms

Monthly Management Fee: 20% (+\$499 Momentum Market Data) *

* \$1,000 Minimum Budget Per Campaign