

ADDAPTIVE'S B2B CTV SOLUTION AT A GLANCE

*Reach B2B users programmatically through
Connected TVs and streaming apps*

What is CTV?



Connected TV (CTV) refers to any TV (or any device using television as a display) that can be connected to the internet to access content beyond typical offerings from cable providers.

Through OTT capabilities and internet connections, advertisers can deliver ads programmatically on connected TVs using intelligent B2B IP targeting methods and validated data sources.

How does AdDaptive's CTV solution work?



Cookie-less,
future-proof
strategy



Validated B2B
IP data



Refined B2B
ABM targeting



Wide range
of device
accessibility



Premium
inventory

How can I leverage AdDaptive's CTV offering to deliver the most value?



Promote your brand
where people are
already engaged



Combine media types
for a well-rounded
B2B advertising plan



Diversify your media plan
to increase touchpoints
and decrease risk



Gain first-mover
advantage

Want more information? Explore more about AdDaptive's CTV solution [here](#).

Interested? Chat with your AdDaptive Sales Representative today.