

# ADDAPTIVE'S CTV SOLUTION AT A GLANCE

*Reach businesses and consumers 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 IP targeting methods and validated data sources.

## How does AdDaptive's CTV solution work?



Cookie-less, future-proof strategy



Validated IP data



Refined 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 digital 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.