

CYNOGAGE

Connected TV, In-App, Desktop & Mobile Web

Digital Video Deal Solution

bringing together high quality video inventory with top performing advertisers across multiple platforms.

- ▶ Owned & Operated CTV Properties
- ▶ Ads.txt Verified & Direct Inventory
- ▶ Viewability & Cross Platform Targeting
- ▶ Data Integrations
- ▶ Market Leading IVT Controls
- ▶ New Cynogage Wrapper Technology
- ▶ Concentration for Tier 1 Demand/Inventory

To set up a Deal ID contact
video@cynogage.com



SPOTX

LKQD

Aol.

rubicon
PROJECT



verizon✓



T-Mobile



SONY

CYNOGAGE

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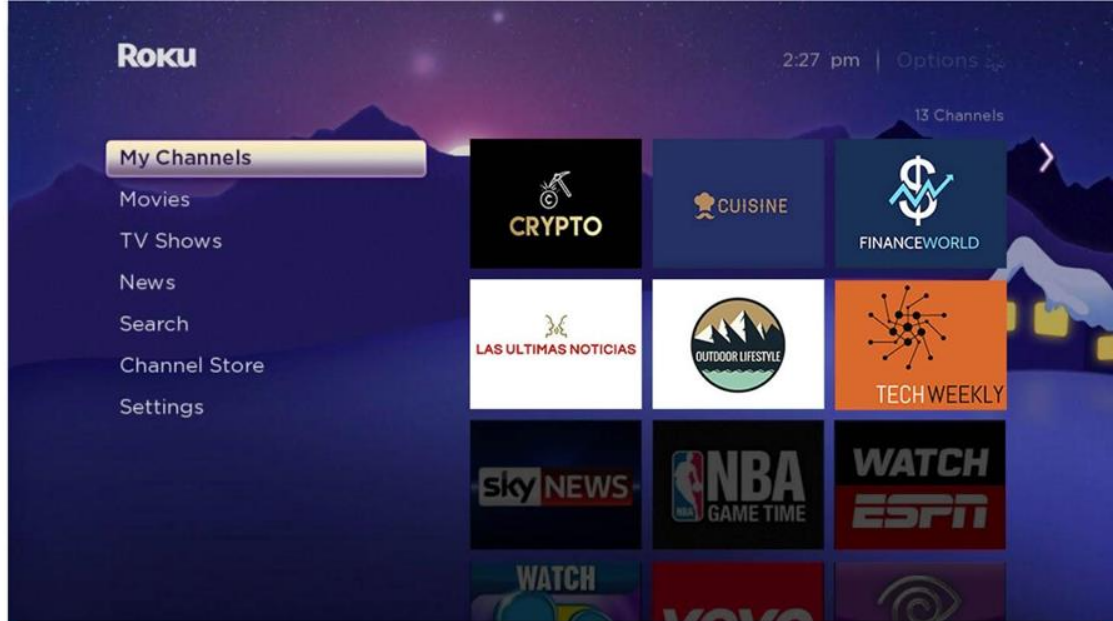
25 Owned & Operated Vertical-Specific Connected TV Channels

- ▶ Professionally Produced Content Providing a Premium Look & Feel
- ▶ Channel Content Updated Daily
- ▶ Long-form & Full Episode Player (FEP) Inventory Available

Advantages of CTV Advertising

- HD Quality Ads
- Drive Consumer Engagement
- Increase the Performance of the Video Campaigns
- High Completion Rates
- Real-Time Metrics

To set up a Deal ID contact
ctv@cynogage.com





In-App, Connected TV, Desktop & Mobile Web

In-App is currently the fastest growing

form of mobile advertising on the market. According to BI Intelligence, United States app-install ad revenue is estimated to grow to more than \$7 billion by year-end 2020.

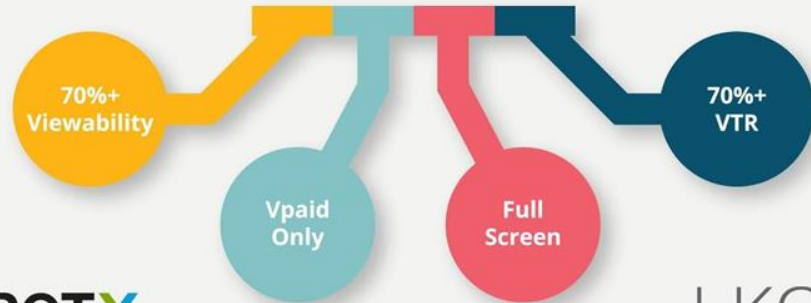
- ▶ Vertical Video, Full Screen Video, VPaid available
- ▶ Inventory from Hundreds of Application
- ▶ Viewability Targeting
- ▶ Endless Marketing Opportunities
- ▶ Higher Click-Through Rate than Web Advertising



To set up a Deal ID contact
mobile@cynogage.com



How can we improve your ad performance?



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