

Advanced TV & Video SSP

Transparently buy premium, brand-safe connected TV and video inventory in real-time, sourced directly from leading media owners and programmers.

Overview

Beachfront's Advanced TV & Video SSP enables leading brands, agencies, and DSPs to transparently buy connected TV (CTV), online video (OLV), and traditional TV inventory in real-time.

A one-stop shop for all things video, Beachfront's direct integrations with programmers empower media buying partners to achieve brand-safe, contextually-relevant ad delivery across premium TV and video supply. Leading agencies and brands work with Beachfront to curate and execute campaigns on their terms, via tiered pricing models and flexible deal structures that include private marketplaces (PMP) and programmatic guaranteed (PG).



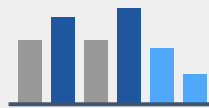
Why Beachfront

Beachfront's differentiated, award-winning technology and premium partnerships solve key challenges in CTV and video advertising, unlocking unique opportunities, including:



Proprietary Contextual Data

Target specific genres, networks, and channels with Beachfront's proprietary CTV contextual data.



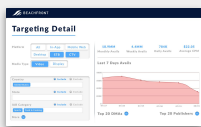
Transparent CTV Reporting

Access detailed log-level data, and reporting by network and channel, in an easy-to-digest and real-time format.



Ad Slot 1 Opportunities

Buy only the first slot in a CTV ad pod, which typically commands higher viewership and engagement.



Self-Serve Deal Curation

Easily curate data-enabled PMPs through Beachfront's self-serve Access platform, then push to your DSP of choice for activation.



Kroger Shopper Data

Layer rich shopper data from Kroger on top of curated CTV PMPs from Beachfront, to reach high-value consumers.



Flowcode QR Codes

Add interactive QR codes to your creative assets through Beachfront's partnership with Flowcode.