

Verticalized Packages



Business, News, Finance PMP

Connatix is a next-generation, end-to-end video marketplace that helps advertisers deliver within pre-roll and mid-roll inventory on top publisher sites. Our proprietary player is placed directly on publishers' pages, offering precise control and transparency over ad relevance, performance, and brand engagement with readers.

▶ Top Business, News & Finance advertisers increased their video investment in CNX inventory by 25% through April '20. As investment grows through Q2 - take advantage of decreased competition and efficient performance with Connatix's verticalized PMP package.

Example Site List

 

Inventory Overview

Buy through PMP or Managed Service

Available Impressions: [2.2B](#) Devices: [Desktop, Mobile](#)

Flight Dates: [Q2](#) CPM: [\\$15-\\$25](#)

Targeting: [Contextual, Sitelist, Video Performance](#)

Performance Metrics

▶ **70%**
Viewability

▶ **70%**
VCR

