

Verticalized Packages

Health & Fitness



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.

- ▶ Health & Fitness spend grew by 32.19% through April across CNX Open Inventory with an 8% rise in CPM's across the same period. Take advantage of reduced competition and efficient performance with our Health & Vertical PMP.

Example Site List



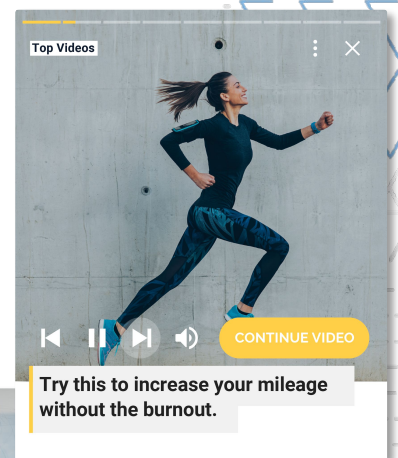
Inventory Overview

Buy through PMP or Managed Service

Available Impressions: 46M Devices: Desktop, Mobile

Flight Dates: Q2 CPM: \$7-\$15

Targeting: Contextual, Sitelist, Video Performance



Performance Metrics

▶ **70%** Viewability ▶ **70%** VCR

