

Verticalized Packages

Tech-Gaming 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.

- ▶ Tech advertisers are spending 7.67% more weekly (on average) through Q2 2020. As Tech & Gaming CPM's rise- now's the perfect time to access reduced competition & increased efficiency through our Tech-Gaming PMP.

Example Site List

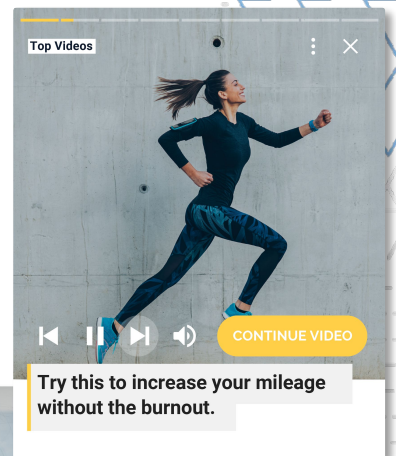
Inventory Overview

Buy through PMP or Managed Service

Available Impressions: 110M Devices: Desktop, Mobile

Flight Dates: Q2 CPM: \$8-\$16

Targeting: Contextual, Sitelist, Video Performance



Performance Metrics

▶ **70%**
Viewability

▶ **70%**
VCR

