

## Verticalized Packages

# UK Publisher PMPs

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.

▶ Connatix has now launched exclusively into the UK and EMEA market with high-performing video supply across brand-name publishers.

## Example Site List

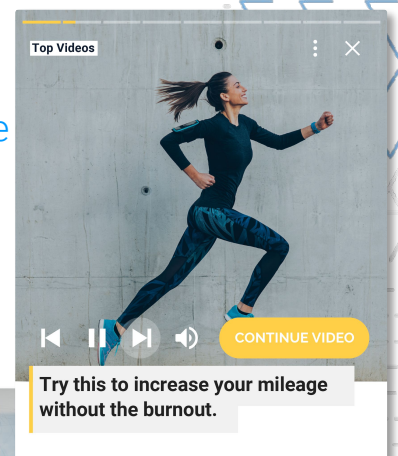


## Inventory Overview

Buy through PMP or Managed Service

Available Impressions: 2B/Month    Devices: Desktop, Mobile

CPM: \$6-\$15    Targeting: Contextual, Sitelist, Video Performance



## Performance Metrics

▶ **70%** Viewability    ▶ **70%** VCR

