

INTRODUCING:

# KARGO CTV

The Power Of Design & Creative Science Driving Consumer Engagement With Extraordinary Outcomes



## KARGO'S OFFERING IS BUILT FOR ATTENTION



- **Premium Streaming Partnerships On A Unified Auction**

*Without content prioritization, aggregation or arbitrage*

- **Preferred High Attention 100% 'Glass on Wall' Video Experiences**

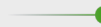
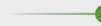
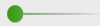
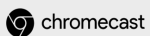
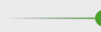
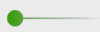
*Without mobile or tablet OTT inventory*

- **Ad Innovation To Inspire Action**

*Without the ability to skip or fast forward*

## PUBLISHER TRANSPARENCY IN AN OPAQUE ECOYSTEM

Marketers can create a cohesive narrative for their audience utilizing Kargo's **direct relationships with top content owners & streaming services**, resulting in a bespoke brand experience and fluid conversation.



# AD DESIGN & CREATIVE SCIENCE THAT DRIVES LOYALTY AND PERSONALIZATION



Branded Canvas + custom QR code

## WITH INNOVATIVE ENHANCEMENTS TO ENCOURAGE FULL FUNNEL ACTIVATION



### ADVANCED CONTEXTUAL

Target specific scenes within a piece of content

AVAILABLE JULY 2023



### INTERACTIVE ADVENTURE

QR scans affect the next ad that the viewer sees

AVAILABLE JULY 2023



### POD TAKEOVER

Own every ad pod within a specific show or movie



### DEVICE RE-TARGETING

Cross device story telling to move them down the funnel



### FIRST IMPRESSION

Target the first ad pod within specific content

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### LOCATION ENHANCED

Showcase the closest location to drive in-store sales.



### PRODUCT CATALOG

Dynamically update inventory, imagery & pricing

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### REPLAY NOW

Display a reel of what the user just watched within ad break

AVAILABLE AUGUST 2023



### SHOPPING ENHANCED

Shop the ad with relevant products & QR codes.



### SHOW-LEVEL TARGETING

Activate your ad within specific shows or movies