

Content Targeting

Revolutionizing CTV/OTT Advertising, Empowering Precise Audience Reach

Siprocal's cutting-edge platform enables advertisers to **target specific titles, categories or languages**, delivering a tailored ad experience. Our proprietary technology extracts, organizes and transforms this first-party data into powerful targeting tools.

Titles

Advertise during SportsCenter, AccuWeather, The Walking Dead, The Price is Right, or even the epic clash of the New York Yankees and the Boston Red Sox!

Categories

Tailor messages for News, Comedy, Weather, Sports, Drama, Reality TV, Novelas, Game Show and beyond.

Language

Engage viewers in Spanish, English, French, Korean or any preferred language.

**NO EXTRA
COST!**

Siprocal's precision targeting **saves up to 20%** compared to traditional data segments, maximizing your budget's impact.

SIPROCAL'S PARTNERS

Our strategic partnerships with these industry giants (and many more) allow us to **access their exclusive first-party data**.



Content Targeting Packages

SPORTS

406M+ Monthly Opportunities



ENTERTAINMENT

1.1B+ Monthly Opportunities



Content Targeting Packages



NEWS

261M+ Monthly Opportunities



MOVIES

311M+ Monthly Opportunities



GAME SHOWS

160M+ Monthly Opportunities

