



# Viewable Display

Teads now provides the ability to create interactive, viewable display units and engage audiences with stunning creative placed in the heart of editorial content.

Teads' new suite of inRead products, including Scroller, Canvas, Swing, Slideshow and Carousel, are the first viewable by design display formats where advertisers are only billed when the ad is viewable.



## Viewable ads by design

- ✓ Guaranteed Viewability
- ✓ Best User Experience

## Premium model

- ✓ Brand Safe Environment
- ✓ Premium Inventory - at Scale

## Immersive engaging creatives

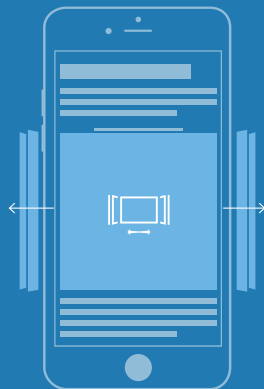
- ✓ Accessible through Teads Studio

## Teads Suite

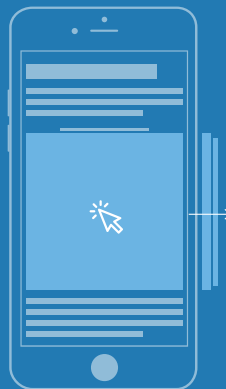
CLICK BELOW ON YOUR MOBILE DEVICE FOR LIVE FORMAT DEMOS



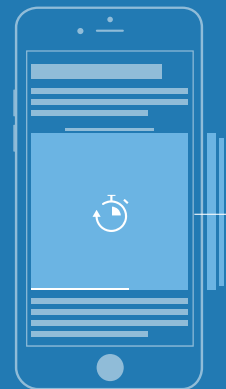
Scroller



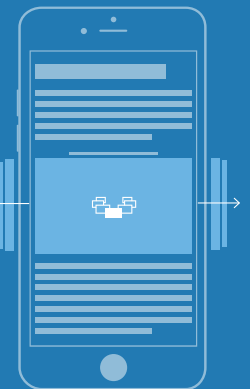
Swing



Canvas



Slideshow

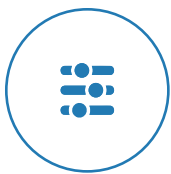


Carousel

# Reaching 1.2 billion unique users across the world's most premium publishers



## You can buy the way you want



### Managed Services (IO)

- Premium editorial publishers
- Guaranteed inventory
- vCPM or time based model



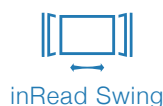
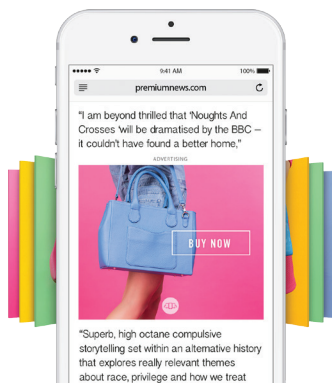
### Programmatic Private Marketplace

- Premium editorial publishers
- Priority access to inventory
- CPM pricing model

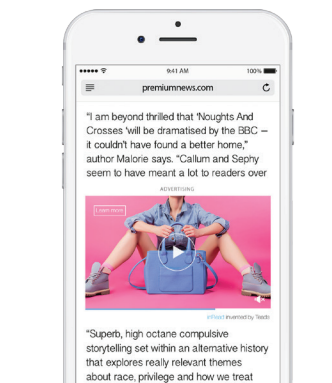
## Strengthen your campaign by combining video and Viewable Display solutions



Campaign Teaser



Product launch and brand storytelling



Additional campaign follow-up, activations and retargeting opportunities

