

FREQUENCY VIDEO PRODUCTS

# CROSS-PLATFORM VIDEO ADVERTISING

**Be everywhere consumers are watching.**

Bring brands to digital life on any platform or device with premium cross-platform video advertising that's accessible and affordable for all. Our in-house turn-key production delivers compelling, high-quality video.



# Pre Roll

Target a custom audience in a relevant location with video advertising on high-quality websites & apps.

**Optimization:** Campaigns are optimized for **Video Completion Rates.**

Campaigns are based on a CPM (Cost per Thousand Impressions) model.



Campaign Goals	Verticals
● Increase Site Traffic	Automotive
● Increase Awareness	Entertainment
● Retarget Site Visitors	Home Services
	Financial
	Legal
	Retail
	Travel & Leisure

**VIDEO + RELEVANCY**  
Utilize the power of video to deliver a compelling message to the most relevant audience.

**NON- SKIPPABLE**  
Our Pre Roll Video focuses on non-skippable inventory so that your ads are more likely to be viewed.

**CALL-TO-ACTION**  
Generate leads with a strong call-to-action (CTA) and drive click-throughs to your website.

# Connected TV (CTV)

Reach streaming viewers who are watching their favorite show or movie on the largest screen in the home.

**Optimization:** Campaigns are optimized for **Video Completion Rates.**

Campaigns are based on a CPM (Cost per Thousand Impressions) model.



Campaign Goals	Verticals
● Brand Awareness	Restaurants
● Product Consideration	Entertainment
	Cosmetics
	Charities
	Retail

**PREMIUM NETWORKS**  
Associate your brand with the highest quality OTT content.

**100% TV IMPRESSIONS**  
The most valuable impression, guaranteed.

**WEBSITE ATTRIBUTION**  
Track the number of users who saw the CTV ad and then visited your website within 30 days.

# Over-the-Top (OTT)

Capture the attention of a streaming audience on any device.



**Optimization:** Campaigns are optimized for **Video Completion Rates.**

Campaigns are based on a CPM (Cost per Thousand Impressions) model.

**ANY DEVICE**  
Target a streaming audience on any device they are watching - TV, PC and Mobile.

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**PRIMARILY TVS**  
The largest screen in the home is prioritized for the best completion rates.

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**WEBSITE ATTRIBUTION**  
Track the number of users who saw the OTT ad and then visited your website within 30 days.

Campaign Goals	Verticals
● Brand Awareness	Restaurants
.....	Entertainment
.....	Cosmetics
● Product Consideration	Charities
.....	Retail

# YouTube

Target a custom audience in a relevant location with video advertising on YouTube.



**Optimization:** Campaigns are optimized for **Video Completion Rates.**

Campaigns are based on a CPV (Cost per View) model.

Campaign Goals	Verticals
● Product and Brand Consideration	Automotive
.....	Insurance
.....	Travel And Tourism
● Brand Awareness And Reach	Retail
.....	Restaurants
.....	Financial Services

**Ready for next-level video engagement?**

Contact us to learn more.

[www.frequency.com](http://www.frequency.com)