



Enhanced with Comcast Data

# PREMIUM DIGITAL VIDEO

## Brand/Content Sample List

Effectv delivers Premium Digital Video impressions across top quality websites and apps such as:



## Target the Audience You Want to Reach More Effectively with Premium Digital Video

Premium Digital Video delivers advertising to Comcast subscribers as well as non-Comcast subscribers, expanding the audience you want to reach at greater scale.

Effectv is now offering a better opportunity to reach your audience by using Comcast household subscriber data to target on Premium Digital Video. With the addition of this proprietary data, we can now be even more accurate in targeting diverse Premium Digital Video audiences.

Your video ads will continue to run in a brand-safe environment, reaching intended audiences that are consuming high-caliber short- and long-form content created for the internet across all screens and devices: desktop, mobile, and OTT-connected devices.

## Reach a Custom-Created Audience

Using a privacy-compliant methodology, we augment our household subscriber data with a variety of third-party data from blue chip providers including Polk and Experian, maximizing reach to your target audiences.

Our broad range of audience segments includes:

- Age & Gender
- Household Income
- In Market for New/Used Vehicle (by brand or type)
- Travel
- Financial
- Education
- Retail
- Frequent Travelers
- Business Owners



Premium Digital Video

# HOW IT WORKS AND BENEFITS FOR YOU

## How it Works



Premium Digital Video uses non-identifiable, privacy compliant data for Comcast subscriber households and premium commercial data, maximizing reach to your target audience. We apply the most up-to-date data to all targeting so that we reach the right audience for your message at the right time.



By incorporating first party data into the audience segments, we're ensuring greater fidelity to your desired audience.



The result is a highly targeted digital video product that ensures both precision and scale, enhancing Premium Digital Video.

## Benefits

Our Premium Digital Video solution gives your message an advantage.

Premium Digital Video's inventory suppliers meet our brand safety and performance requirements:

- Non-skippable
- High view completion rates
- In-stream only
- No user-generated content

Let us help you expand your reach to your audience across all screens, wherever and whenever they are watching digital video.