

Over The Top Marketing “Platform Partner Advantage”

Over The Top Marketing is a Streaming TV OTT / Digital Video buying platform with Self-Serve Real-Time dashboards providing extreme transparency and accountability to agency and direct client’s advertising decisions and investments. Over The Top Marketing’s proprietary buying platform and direct publisher relationships will give you the opportunity to reach targeted digital audiences on the best TV and TV-like inventory across all screens. Over The Top Marketing provides Pricing Efficiencies, Actionable Transparency, Quick Response Time, and No Monthly Minimums.



What Makes Over The Top Marketing Different?

- **Real-Time Insight:** Full transparency into Media, Audiences and Devices.
- **Scale:** 300+ Direct Premium OTT Publishers, Targeting to a custom Zip code level.
- **Data:** Advanced OTT audience targeting; 3rd party and proprietary datasets, 1st party data integration available.
- **Ease:** Dedicated Campaign Management, 24-Hour turnaround; No Monthly Minimums.

Over The Top Marketing’s Products?

- **Full Episode Programming (FEP):** Long Form Premium OTT inventory, like movies, full episode TV and live content.
- **Short Form Pre-Roll (TVP):** Short length video content delivered on premium sites, five minutes in length or less.
- **Attribution:** Website pixel technology with IP Address matching.

Ad Agency Benefits of utilizing Over The Top Marketing Streaming TV / Digital Video Platform:

- **Geo-Target:** Advertising to National, State, County, City, Zip Code, Radius, Custom Zip Codes. Zip code Maps available.
- **Data Targeting:** Advertising to Age demo, Income and Auto intenders/owners.
- **Advertiser level Dashboard:** Impressions, Completed Views, Reach & Frequency, Platform, Media mix and more.
- **Co-op Invoicing:** Co-op invoicing and documentation for reimbursement for advertisers that qualify for Co-op.

Advertiser Transparency:

- **Real Time “Live” Reporting:** Dashboard giving Actionable Transparency with granular detail.
- **In-flight Optimization:** In partnership with our client’s input, Over The Top Marketing optimizes throughout the campaign.
- **KPI Metrics:** Completed View Rate, Reach and Frequency, Pacing, Publisher mix, Zip code breakout, and more.
- **Granular Transparency:** Our Clients know exactly where each impression was delivered.
- **Product Separation:** Over The Top Marketing separates Streaming TV Full-Episode Player (FEP) and Premium Short-form Pre-Roll (TVP) giving clients the option to purchase one or the other or both.

Client Experience: The Over The Top Marketing Campaign team is Fast, Flexible, and Fun.

- **Reporting:** Campaign reporting provided monthly, or flexible request from AEs and Media Buyers.
- **Save Time:** Our campaign managers become an extension of your Ad implementation team saving you time.
- **Quick Response:** Same day turnaround time on planning requests, campaign changes, and creative updates.
- **Paperwork:** Over The Top Marketing can create Insertion orders, Invoices, Reporting, and notarized Co-op documents.
- **Results:** Our Flexibility and attention to detail translates to delivering our clients unequaled service and performance.

Creative:

- Custom length (:10s, :20s, :30s) via email, DropBox, WeTransfer or any file transfer to simplify the process.
- Over The Top Marketing manages: Vast tags, Multiple creative rotation, and Unlimited copy changes at no additional charge.