

TAPTAP'S CONNECTED TV SOLUTION

# CTV REIMAGINED

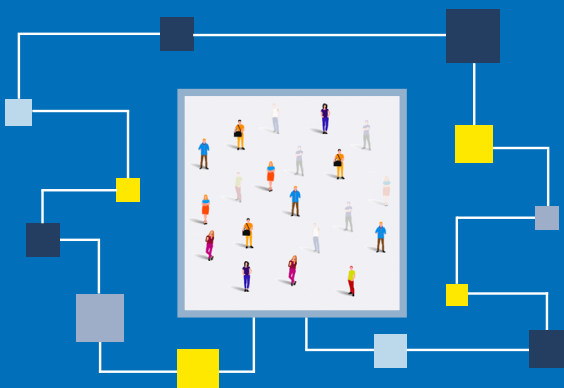
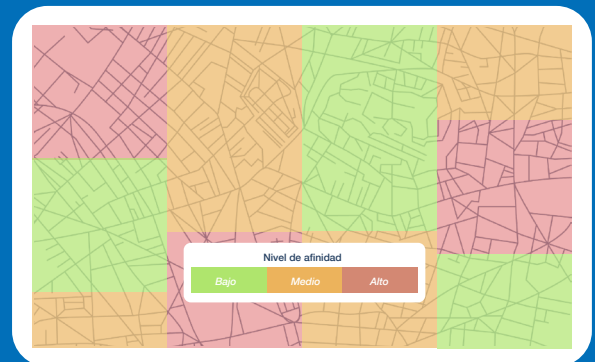


## Transform Your Advertising Strategy with Area-Based Marketing

In a world where **digital audiences are increasingly fragmented**, Taptap's Connected TV solution stands out because it unifies data, audiences and inventory on a **single platform** to deliver broad reach with targeted precision. Our **area-based marketing approach** allows brands to customise their CTV campaigns for maximum efficiency, while integrating with other channels including mobile, video, audio and more to enhance campaign performance and impact.

### Beyond One Size Fits All - Invest Smarter

Area-based CTV allows you to customise your campaigns with precision and scale, using affinity analysis to identify focus areas and improve strategies. Optimise budgets, pacing, and creative by audience, ensuring efficiency and KPI compliance from day one. Access premium inventory including Alma TV, Wurl, Rakuten TV, Samsung, LG and MetaX to maximise your investment while maintaining campaign reach.



### Unlock Targeted Insights with CTV data tied to households



Build a robust database of household-level information that includes essential purchase data to better understand your audience. Combine this data with online and offline data points to define your target audience. Unify key CTV information, such as demographic and behavioural data, to improve segmentation. This strategic approach improves the effectiveness of advertising efforts.

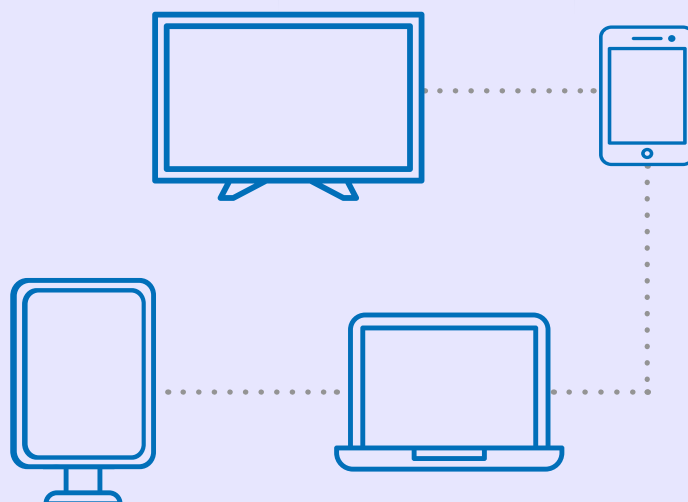


## Dynamic Campaign Management Moment by Moment

Seize opportunities to improve engagement and adapt to audiences in real time. Analyse data, adjust campaigns and creative quickly to ensure meaningful impact on every impression. Consider mobility, content engagement and modify campaigns, creative and QR codes instantly to keep messaging engaging and effective, improving audience connection.

## Be Omnichannel Ready

CTV can be strategically aligned with other media channels for an omnichannel campaign to make maximum multi-channel impact.



## Successful Case Studies

See how our clients, including retail and QSR brands like **Taco Bell**, leverage geo-referenced business data to enhance campaign efficiency. Integrating CTV into their omnichannel activities has proven to increase coverage, awareness, and consumer affinity.



## Contact Us Today

Transform your advertising strategy with Taptap's Connected TV Solution. Reach out to our team!