

Proven to enhance engagement and performance—all while capturing data you can actually use—video + interactive elements like survey & polling make connecting on mobile more meaningful for you & your consumers.

Build or enhance existing video assets with interactive elements to more effectively attract & activate consumers.

## MAXIMIZE VIDEO

## MINIMIZE WASTE

Make the most out of every media dollar with programmatic in-app distribution.

## Interactive Video Formats Stir Consumer's Internal Request / Respond Reflex, Inspiring Action

Formats Include Simple but Effective Video Surveys to More Robust Video Stories

### 1 Capivate

At natural breaks in app activity, consumer is presented with an enticing full screen video invitation & interactive CTA.

### 2 Accelerate

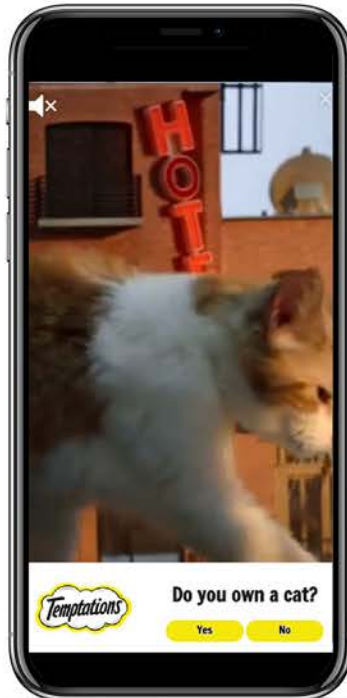
Accelerate affinity, recall & activation by connecting messaging, offers & value prop with each tap, swipe & response.

### 3 Aggregate

Capitalize on consumer's time & attention spent by triggering immediate activation with a clear CTA, promo code, save to wallet, install & more.

### 4 Activate

Collect AdIDs & declared data from surveys or creative markers. Utilize for targeting, remarketing & audience optimization on & off the TreSensa Platform.



# TV YOU CAN TOUCH, DATA YOU CAN USE.

## INTERACTIVE VIDEO OPPORTUNITY & CTAs

- Consumer Insights, Creative & Placement Intel & More
- Audience Building & Segmentation
- Data Driven Remarketing
- Test & Optimize Video(s), CTAs, Creative & More
- Survey
- Find a Store / Shop Now
- Coupon / Promo Code
- Capture Data for Use On or Off the TreSensa Platform
- Follow Us / Post a Pic
- Enter to Win
- Real-time Polling
- Choose Product / Favorite / Activity / Character, etc.

## Video Assets & Your Goal Are All We Need

*Campaign Live in as Little as 1-2 Weeks*



Gain Insights & Segment Audiences with **Video Survey**



Uncover Preferences with **Video Polling**



Accelerate Activation with **Interactive Video**



Drive Engagement & Time Spent with **Video Slider**



Do More with Mobile via **Enhanced TV Assets**

- 100% Viewable
- Brand Safe
- Verified 99% Fraud Free
- Fully Transparent