

The Kitara Media Video + Solution provides advertisers enhanced performance by delivering the desired target audience with well-positioned video and display ad placements that offer highly relevant and engaging video content experiences. We offer brands the opportunity to:

- Accelerate brand performance with data intelligence
- Maximize reach with target audiences
- Enhance engagement with contextually relevant video content
- Utilize customizable video advertising platforms

Our portfolio of owned-and-operated media sites combined with an advanced network of syndicated publishers allows us to support advertisers across a range of verticals including health, lifestyle and casual gaming.

### **VIDEO+ PORTFOLIO**

We believe all videos are not created equal and different video story formats appeal to different audiences and objectives. Our focus is to provide interactive video narratives that improve a brand's storytelling ability with consumers. We have developed the Kitara Media Video+ Portfolio of multimedia platforms that enhances audience engagement, campaign performance and advertising monetization including:

- Video Slideshows
- Video Surveys
- Video Quizzes
- Video Q&As

We customize campaigns with one or more video story formats to leverage the right video content with the right advertising opportunities while contextually complimenting editorial placement. Independently, we have developed our own library of nearly 5,000 premium videos and interactive multimedia video products and continue to produce video content on a monthly basis.

### **AUDIENCE+ ANALYZER**

We understand the value of safely targeting the right audience for the right campaign. Advertisers rely on engaging consumers to deliver performance, ensure targeted message recall and expand monetization. Utilizing both proprietary and third party data intelligence tools, the Kitara Media Audience+ Analyzer is a toolkit that integrates and analyzes data to report on key metrics associated with the audience of a campaign including:

- Demographic and Psychographic Audience Metrics
- Viewability and Engagement Metrics
- Brand Safety Metrics

Leveraging the Propel+ technology platform, we provide advertisers full reporting and access to the data intelligence to optimize engagement and expand monetization.

Learn more about the Kitara Media Ad+ Solution by visiting [www.kitaramedia.com](http://www.kitaramedia.com).