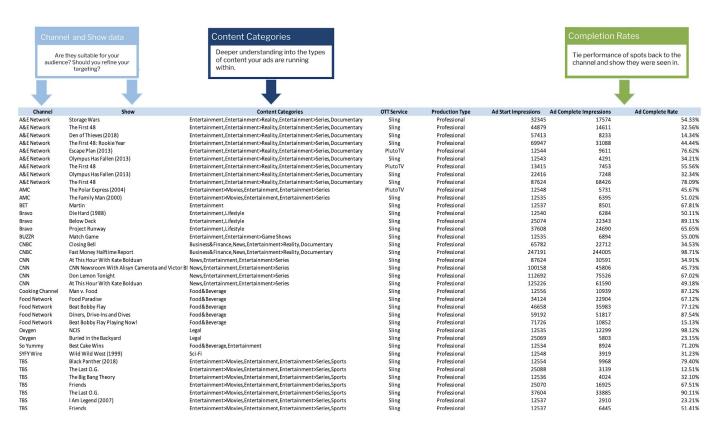


## Peer39:

## Transparency Report for CTV SAMPLE Connected TV (CTV) tool suite

a full suite of contextual targeting, suitability, and reporting tools to ensure the highest levels of visibility and accuracy



Use data and insights to optimize CTV buys with pre-bid controls from Peer39, while gaining a deeper understanding of where audiences are spending time and consuming content.

## transparency reporting: attributes: CTV

- Ad complete impressions
- Ad completion rate by channel
- · Ad start impressions
- · Age/gender of audience
- Channel
- · Content categories

- Number of ads per channel
- Number of ads per show
- OTT Service
- Production type
- **★** SHOW



For more information on how to get started: Sales@Peer39.com