



YOUTUBE **TRUEVIEW**

How do you effectively use the power of video in a world of cord cutting?


- 01** deliver highly targeted, skippable pre-roll videos to consumers on YouTube
- 02** cost per view (CPV) pricing model, so you only pay for ads that have not been skipped at any point by the viewer
- 03** a great complement to broadcast and cable TV in a DVR-proof environment

Devine Jamz

CROSS-PLATFORM:

 Desktop  Tablet  Phone

DELIVERY OPTIONS:

 Video :15, :30 or :60

Awareness

Interest/Trust

Conversion