



**PMMI MEDIA GROUP**



## **MEET THEM IN THE MOMENT: ENGAGE YOUR AUDIENCE WHILE THEY WATCH WITH CONNECTED TV**

Imagine being in the living room of **verified end users** as they watch their favorite shows on their preferred channels including Hulu, Paramount Plus, Roku and more! With Connected TV you reach your target audience WHERE and WHEN they are.

### **KEY BENEFITS:**

- **Reach** a targeted, captivated audience - no skipping - near 100% view-through
- **Relevance:** because you are reaching a targeted audience *where* they are, they have more cause to pay attention
- **Connect** with our audience where they are consuming content. A seamless fit for any multi-channel campaign.

**70%**

of B2B marketers are incorporating CTV into their advertising.\*

B2B Marketers *just like you* are using Connected TV to generate more brand awareness, target specific audiences, and reach a wider audience!

\*2024 MNTN Benchmark Survey

CONNECTED TV



## HOW IT WORKS:

- You submit a 15 second video
  - This video should have sound and look like a commercial
- Choose your target brand and audience segment (PMMI Audience Network - no cap in categories you can select from!)
- **1 month run and 40,000 impressions guaranteed**

### What is an "Impression?"

Impressions measure the total number of times an ad is served on a Connected TV platform, Unlike traditional TV, CTV impressions are tracked with precision, ensuring that each instance of an ad being delivered is accurately recorded

View sample ad



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Reaching a wide audience is great, but connecting with the right audience is essential. PMMI Media Group excels at delivering the quality audience of key decision makers in the industry.

– Brand and Marketing Manager, Vention

## READY TO GET STARTED?

Contact your Account Executive or [sales@pmmimediagroup.com](mailto:sales@pmmimediagroup.com).