

HOW TO ACCESS THE DYNADMIC VIDEO AD PMP THROUGH YOUR DSP IN LESS THAN 30 SECONDS

The DynAdmic video ad private market place offers you the opportunity to reach audiences based on what they are about to watch online.

Take your advertisers to the next level !

Higher completion rate, Higher CTR, Higher viewability rate, More engagement.

We use our video content recognition technology to identify viewers' interests by profiling hundreds of millions of online videos per day.



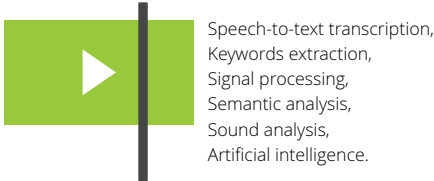
BUY YOUR PREROLL INVENTORY WITH OUR SEMANTIC/CONTEXTUAL TARGETING SOLUTION to select highly relevant and brand-safe ad placements across thousands of websites.

How does it work ?

1 A viewer clicks on an online video to play. (DynAdmic's network gathers more than 1 billion views per day).



2 DynAdmic analyzes the video content to identify the viewer's real-time interest to select quality content only.



3 We classify the video based on its overall content and specific keywords (celebrities, events, tv shows, etc.).



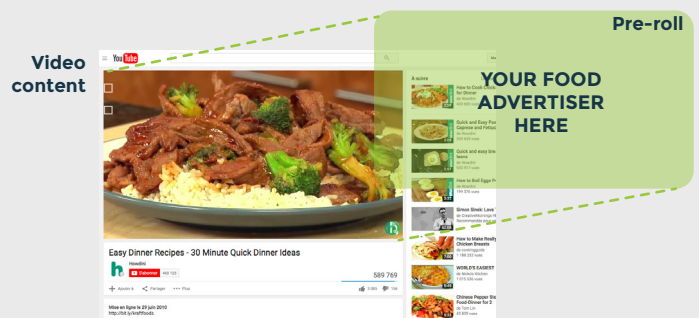
Category : Sports / Golf
IAB 17-15

Keywords : PGA Tour, Tiger Woods, Rory McIlroy, Jack Nicklaus...

Example:

What kind of content do we classify as « IAB8 - Food and Drink » ?

The semantic analysis is based on keywords, celebrities, events, and tv shows related to the topic :



Start buying now !

- 1 : ASK US FOR YOUR DEAL ID
- 2 : SET IT UP WITHIN LIVERAIL SSP
- 3 : RELAX, YOU CAN NOW BENEFIT FROM OUR SEMANTIC TARGETING SOLUTION !