

TAPAD CTV

Driving Cross-Screen TV Experiences with Targeted Scale



By leveraging the Tapad Graph, a retail company achieves incremental reach to cord cutters — unexposed on TV — through Connected TV and across all other networked devices.

21%

Of the connected TV users visited the site within a day after seeing the ad vs. only 15% for linear TV

12.3%

More mobile conversions compared to desktop suggesting that CTV users are mobile savvy

1.8M

Incremental Reach