

# Target and Measure Your CTV Campaign with fuboTV's Addressable Data Solutions

fuboTV delivers a 100% deterministic audience (1:1 targeting) in a brand-safe and engaged lean-back environment!

## FIRST-PARTY ADDRESSABLE

fuboTV leverages first-party subscriber data across its partners to create custom audience segments

## TRANSPARENT TARGETING

fuboTV provides complete network-level transparency in a 100% brand-safe environment of premium content

## MEASUREMENT & ATTRIBUTION

fuboTV measures the results of addressable campaigns and leverages data partners for third-party attribution studies



### PRE-CAMPAIGN (CREATE SEGMENTS)

- ✓ Identify or match your target audience and determine objectives and how to buy
- ✓ Leverage fuboTV's 1P data to create addressable segments



### DURING CAMPAIGN (DELIVER ADDRESSABLE ADS)

- ✓ Reach only your addressable audience - ads are served when they're watching fuboTV
- ✓ No wastage of impressions, ensuring max efficiency



### POST-CAMPAIGN (MEASURE RESULTS)

- ✓ Provide campaign wrap-up report with KPI's and how to improve future campaigns
- ✓ Leverage a variety of data partners for third-party studies



### The fuboTV Advantage

100% Authenticated – 100% HH Addressable – 100% Brand-Safe – 94% Viewed on CTV

For information, contact your fuboTV sales rep, or email [advertising@fubo.tv](mailto:advertising@fubo.tv)



# Premium Live CTV Viewing Experience, 100% Addressable Audience

Brands can activate via PG, PMP or DirectIO and run CTV video across 100+ premium sports, entertainment, and news networks

## PREMIUM CTV INVENTORY

- ✓ Placements in Traditional TV Pods
- ✓ :15s, :30s, :60s Available
- ✓ DAI Ad Inserted | No Bots
- ✓ Full-IFA Compliant
- ✓ Ads are Non-Skippable
- ✓ Accepts Most Tracking Tags
- ✓ Works with the Top DSPs



### LIVE SPORTS DESTINATION

### TOP ENTERTAINMENT AND NEWS



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