

# Reach Your Target Audiences with Data-Driven Video Marketing on WWD's ConnectedTV

**Video is one of the most impactful ways to reach your customers and potential customers. With *Water & Wastes Digest's* ConnectedTV program, your video messages reach specific viewers from our verified audience, as they watch streaming TV.**

## Here's how it works:



Viewers stream content live or on-demand to their ConnectedTV (a Smart TV) or ConnectedTV device (e.g., Apple TV or Roku).



When the viewer(s) match your desired audience, an ad spot is purchased.



The ad appears in full screen, 100% viewable environments — in real time. Choose from 15- or 30-second ads.



Performance and analytics are captured in our DSP.

## Maximize Your ROI

Because ConnectedTV uses first-party and third-party data to target audiences and tailor campaigns accordingly, you can truly zero-in on your target audience — better ensuring reach efficiency and reducing waste on irrelevant viewers.

**Plus:** Real-time progress assessment against goals and metrics allows you to adjust your buy before the campaign ends. Track the impact of your ConnectedTV campaigns with digital metrics.

**Ensure your videos leave a mark on those who need it most.**

**REQUEST INFORMATION**

# Video Marketing Within Your Reach

TV advertising is no longer just for the big players with deep ad dollar pockets.

For those marketers who have never had the luxury of, nor the need for, big TV budgets and planning, ConnectedTV lowers the barriers to entry for video-based advertising due to increased accessibility, a lower financial commitment, and a better understanding of impact via real-time data.

With data as your guide, you can be sure you're delivering the most relevant advertising to the most valuable audience, no matter which channel your customer chooses.

**YES, CONTACT ME!**

Because ConnectedTV ads are sold as impressions, you only pay for what viewers see.

## Pixel Retargeting:

CPM Price	Minimum	Views	Spend
\$150.00	\$3,000.00	16,667*	\$3,000.00
\$150.00	\$3,000.00	23,333*	\$4,000.00
\$150.00	\$3,000.00	30,000*	\$5,000.00

## CRM Retargeting:

CPM Price	Minimum	Views	Spend
\$225.00	\$3,000.00	11,111*	\$3,000.00
\$225.00	\$3,000.00	15,556*	\$4,000.00
\$225.00	\$3,000.00	20,000*	\$5,000.00

\*Estimated views

***Don't delay. Your customers are watching.***

**Let's talk about how ConnectedTV can work for you.**

**TALK TO ME!**



**Greg Tres**  
Integrated Media Advisor  
West Coast  
623.570.1314  
gtres@sgcmail.com



**Wendy Posey**  
Integrated Media Advisor  
New Business  
847.391.1055  
wposey@sgcmail.com



**John Huff**  
Integrated Media Advisor  
East Coast  
630.538.5458  
jhuff@sgcmail.com