

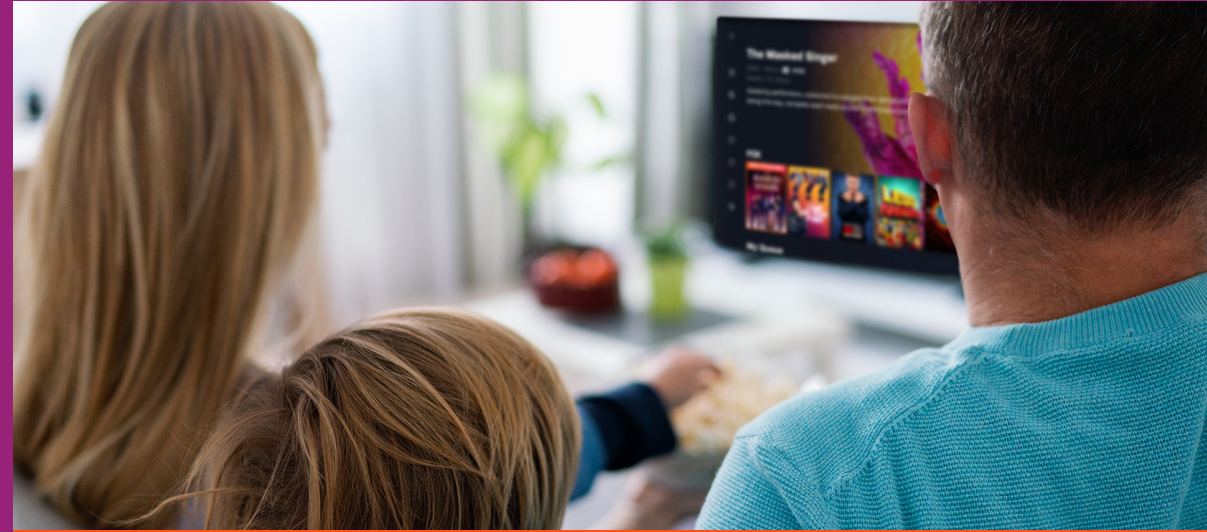
RETAIL CASE STUDY

ADVANCED FREQUENCY MANAGEMENT

- **Blocked 26M Ad Breaks Across 20 Partners**
- **Increased Daily Reach by 102K Streamers**
- **Cost Per Unique Reach was 19% more efficient than a typical non-AFM campaign**



Source: Tubi 2021 Internal Campaign Data



99.6%
**REDUCTION IN OVER
FREQUENCY**

AFM REMOVES NEARLY ALL WASTE