

Absolute A Sponsorship Boosted Intent for a Hero Retail Brand

+18% Purchase Consideration
(+34% 5+ exposures)

+19% Brand Recommendation
(+38% 5+ exposures)

+12% Ad Awareness
(+18% 5+ exposures)



100% Sov Of Pre-Roll Pods On Eligible Devices

Content Stream



Pre-Roll Commercial



Content Adjacency in the "A" Position