

CTV Pause Ads

Spotlight your brand when an in-market home buyer hits "pause" on their streaming TV content.



It's Time to "Pause"

With Audience Town's CTV pause ads, you create an easy, clear conversion opportunity that can't be overlooked:

- **Reach viewers when they pause** streaming content for guaranteed visibility.
- **Show non-intrusive ads** during a viewer-initiated moment, unlike a commercial break.
- **Create a persistent brand moment** that shows the duration of the pause.
- **Drive conversions** with a custom QR code onscreen.



Why CTV Pause Ads?

80% of viewers regularly pause content

2:30 average pause time

60% of viewers prefer pause ads to frozen screens



Premium Programming

Feature your brand on premium streaming platforms and programming.

Just \$2,500/mo. =

100K+

IMPRESSIONS

Get started today!

Ready to reach in-market home movers with ads? Let's talk!



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