

Connected TV Ads

Reach in-market home buyers with the only **streaming TV ads** built for home builders.

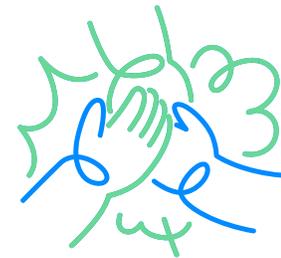


Your CTV Opportunity

20-30M people move each year in the US, and 70% of them use streaming television. Are you reaching them?

Audience Town's CTV advertising offers immense value by combining the high-impact, sight-sound-and-motion storytelling of linear TV with our precise, data-driven targeting.

- **Reach in-market home buyers** with precision, instead of wasting budget blanketing a ZIP code.
- **Deliver big screen, unskippable**, brand-safe inventory across premium programming.
- **Drive awareness** for the top and middle of your funnel.
- **Support sales conversions with retargeting** to reach anyone in the household who saw the ad, across devices.



Why CTV?

- 70% of US population uses streaming platforms
- 4.5x higher ROI than linear TV
- 90% ad completion rate
- 80% incremental reach beyond TV



Premium Programming

Feature your brand on premium streaming platforms and programming.

Affordable

Just \$2,500/mo. =

68K+

IMPRESSIONS

How CTV Fits In Your Ads Strategy

Build **awareness among in-market home movers**, and **stay top-of mind** through the buyer journey.



100M scored movers, targeting across CTV, mobile, and display.



Local, DMA, zip-level geo-targeting, plus event / contextual targeting.



Custom allow/block lists, brand safety, high completion rates.



Ad Specs

- Video = :15 sec or :30 sec
 - Format: MP4
- Banners: 728x90, 300x250, 300x600, 320x50
 - Format: PNG, GIF, JPG

No in-house designer? Our Creative Services team is happy to help you create your ads.

Customer Case Study

A highly respected regional home builder worked with Audience Town to launch CTV ads targeting in-market movers. In one month, they saw:

COMPLETION RATE

98%

VS. 92% INDUSTRY BENCHMARK

WEBSITE TRAFFIC

60%

INCREASE YOY

KEY SITE EVENTS

24%

INCREASE YOY

Contact us to speak with this new construction home builder 1:1!

Get started today!

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



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