

# 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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