

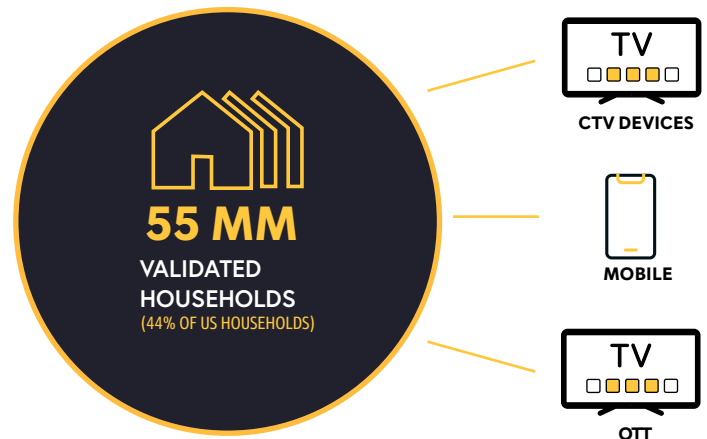
ENHANCE YOUR CTV STRATEGY WITH SABIO MEDIA BUYS



OUR MASSIVE REACH & PLATFORMS

As your trusted partner in the ever-evolving streaming landscape, Sabio empowers you to reach your target audience with pinpoint accuracy and efficiency. Our managed-service DSP cuts through the clutter, providing transparency, quality control, brand safety, and inventory demand.

Leveraging the power of custom mobile app-based audiences, our platform delivers CTV, OTT, and mobile advertising campaigns at scale. We reach **55MM validated households**, ensuring your messages find their mark and fuel campaign success.



BUYS AVAILABLE

CTV BUYS:

Large at-home TV only (National and/or Regional)

OTT BUYS:

Large at-home TV + Mobile CTV streaming

CTV CROSS-SCREEN BUYS:

CTV + Mobile OLV

MOBILE BUYS:

OLV & Custom Display

Sabio's platform grants advertisers' direct access to premium inventory, unlocking granular control over campaign execution, comprehensive data visibility, and commitment to privacy regulations. This direct buying approach offers several key advantages on every campaign, including:

- ▶ Direct buys only
- ▶ Site lists provided
- ▶ All pixels and tracking accepted
- ▶ COPPA, CCPA, LDA, HIPPA compliance

*All inclusive of mobile-based audiences with no CPM

DEMOS AVAILABLE

280MM MOBILE AUDIENCES:

GM, Hispanic English, Hispanic Spanish, AA & LGBTQ



MEDIAN AGE OF DEMO:

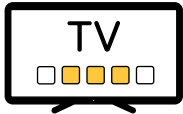
34 M/F Skew:
52% Female, 48% Male

INVENTORY & PARTNERSHIP INCENTIVES



INVENTORY BUILT FOR ALIGNMENT

Sabio's inventory is fully customizable for incremental reach, inclusive of major networks, incremental publishers and channels, full site lists, and unique culturally diverse alignment.



CTV INVENTORY:

Provided via direct partnerships to serve across all TVs and OEM channels.



MOBILE INVENTORY:

Provided via In-App Mobile across iOS and Android.

PARTNERSHIP INCENTIVES



All investment accounts toward Diversity Supplier



AV Creative Builds, Customizations, and Captioning



Incremental Reach via Inventory Customizations



AV CTV Measurement: Brand Studies, Demo Breakouts, Consumer Consumption Habits



Scale pulled prior to campaign launch to ensure delivery



99%+ of Campaigns Deliver in Full



Ability to layer CRM data with Sabio's 1P audience data for deduplication

ABOUT US

Sabio is a CTV platform, providing customizable, effective, and easy-to-use ad solutions. Our technology leverages mobile data to create custom audiences delivered across 55MM validated households. Sabio is a Certified Minority-Owned business supporting DE&I efforts since our inception in 2014.

sabio
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