

## **Vidillion Collaborates with AppliedQ for CTV Ad Retargeting**

*(PRESS RELEASE)*—**September 9, 2014**—As more people stream videos on their connected televisions (CTVs), more tech companies are zeroing in on CTV advertising opportunities. Many tech experts see this as the dawn of a new revolution in video consumption, with CTV ads becoming the next big trend in marketing and branding. Vidillion and a leading television advertising company, AppliedQ, are coming together to demonstrate CTV ad retargeting to capitalize on these ad opportunities to viewer webpages.

This is important because though CTV ads allow advertisers to create branding campaigns that have the branding impact of traditional TV campaigns combined with the growing interactive potential and targeting of digital, direct sales campaigns resulting in consumer conversion are not assured. This is why retargeting is essential as a follow-through in branding and exposure to help companies reach those viewers who do not take action right away.

Vidillion and AppliedQ work together to saturate precisely targeted viewers with ads while avoiding over-exposure and the usual high cost of content delivery. Dennis Nugent, COO and Founder of Vidillion, further explains the retargeting dynamics, “Vidillion displays the video ad to the viewer’s connected TV; then AppliedQ is displaying an ad to the same user’s web-browsing activities and social media. For example, in the state of New Jersey, Vidillion campaigns for a TV ad for a national client to the viewer (based on criteria such as adult, male, within the state of New Jersey). AppliedQ then delivers banner ads on that viewer’s Facebook, Twitter, as well as on other websites that he visits, thereby reinforcing the ad for the client.”

Dan Lovy, Chief Scientist for AppliedQ, stated “ AppliedQ saw a 70% improvement in click through rates on display advertising that was retargeted from a television impression.” According to Mr Lovy, this hugely benefits advertisers because it further reinforces the brand to targeted viewers, resulting in increased conversion or consumer action.

Through this partnership in retargeting ads, Vidillion and AppliedQ help advertisers have an increased online presence, giving their brands more traction and recognition. This can then result to repeated brand exposure critical for greater online sales. In other words, retargeting lures back viewers, or so-called “window shoppers”, into the advertisers’ websites at the moment that they are ready to buy.

Vidillion is a CTV ad service provider and pioneer in its patented service that precisely targets streaming video viewers based on content, context and demographics. The company delivers 15- to 60-second video ads on connected devices such as OTT device Roku, and mobile devices in both iOS and Android platforms. Through its innovative services, Vidillion can precisely target video ads according to content in relation to viewer location, language, community, context and device.

Vidillion recently partnered with SwigMedia on its Swig4k, an STB system made by GeniaTech. Vidillion has also made significant partnerships in the past, with Pursuit Channel, WMSPanel, and CloudMedia to

name a few. Vidillion is known for pioneering VidTizer technology, and delivered CTV ads to 98 countries last previous month.

AppliedQ is a CTV advertising and internet data firm catering to ad agencies. The Massachusetts-based firm provides seamless solutions in TV and internet convergence.

### **About Vidillion**

Vidillion built the first connected TV monetization platform, VidTizer. VidTizer enables video content owner and video service providers (VSPs) to make money from content viewed on connected TVs. Vidillion's proprietary patent-pending software allows precisely targeted ads based on device, profile, geography, language and context, and verifies ad delivery. [VidTizer three-tier hierarchies of business rules](#) maximizes the revenue from ad inventory and allows content distributors to limit ads to viewers based on profiles such as religion, language, device, content or other parameters. VidTizer includes the Vidillion Versatile Anonymous System (VAST) proxy server that allows delivery of ads to non-VAST compliant devices. VidTizer uniquely offers content owners the means to monetize their video content on Connected TVs. For more information, please visit [www.vidillion.com](http://www.vidillion.com).

### **About AppliedQ**

AppliedQ is a connected TV advertising and internet data consulting firm that provides seamless technology and data solutions for broadcast and IP-based platforms. It also offers advanced analytics for understanding audience and ad performance.

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