



# INTERACTIVE CTV CAPABILITIES

**ENGINE is a certified CTV inventory partner with Innovid, leveraging a full suite of solutions**



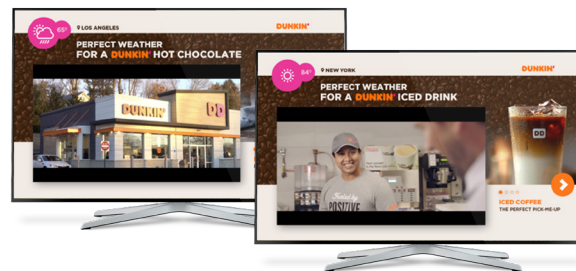
### INTERACTIVE CTV

Allow direct user interaction within video formats on CTV devices. Connecting creative to campaign KPI's throughout the funnel from awareness of the brand to engagement and loyalty.



### HIGH VALUE ENGAGEMENT

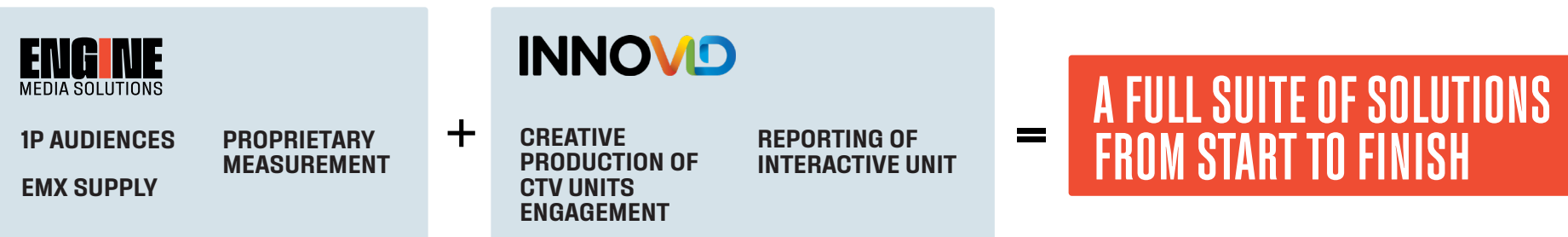
Maximize impact with full screen branding. These units allow for a standard video to be scaled down to accommodate a branded canvas featuring additional messaging, dynamic elements (such as personalized messaging, offers, etc.), and/or conversion driving QR codes.



### CTV DYNAMIC DATA TRIGGERS

Utilizing a variety of dynamic triggers, ENGINE can customize CTV units to specific Geo Locations, Weather, and a variety of others.

## WHY ENGINE: AN END-TO-END OFFERING



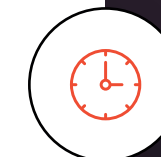
## ENGINE HELPS BRANDS DRIVE FULL-FUNNEL IMPACT

Leveraging Interactive CTV Creative



### IMPACTFUL BRAND AWARENESS

**ENGAGEMENT RATE:** Learning how many people interact directly with a brand's creative.



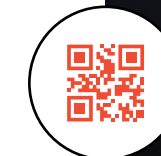
### LONGER CONSUMER CONNECTIONS

**TIME EARNED:** Knowing the average time viewers spend engaging with the brand's creative.



### MORE WAYS TO INTERACT & TRACK

**IN-UNIT EVENTS:** Recording all possible touchpoints viewers engage with when spending time within the brand's creative.



### DRIVING DOWN THE FUNNEL

**CONVERSIONS:** Report on all performance-driven activity via QR scans and texting from the CTV screen.

