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# Connected TV & Email Retargeting



## Boost your conversion rates by retargeting CTV ad viewers with email

Do you want to make your CTV ads even more effective? Have you considered retargeting consumers who are watching your ad with an email?

With our CTV and Email Retargeting you can take a TV viewer directly to an online sale or promotion.

Ideal for brands who want to seize a consumer's attention with a persuasive brand message on CTV and then follow up with a compelling call-to-action, CTV and Email Retargeting enables marketers to own a viewer's attention on two screens simultaneously.

Marketers have the added benefit of being able to measure CTR, conversion rates, CPL and CPA with ease.

Get started with our CTV and Email Retargeting for your next CTV campaign.

## Why CTV-Email Retargeting?

- *Key Second Screen Activity*  
63% of adults check their email while watching TV
- *Preferred Channel*  
61% of consumers prefer to be contacted by brands through email.
- *Measurable Results*  
Email retargeting is powerful, trackable, and 100% measurable



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