



Addressable Audience Ad Decisioning Video Platform

Videology is an online video advertising platform that enables advertisers to eliminate waste and improve performance by connecting brands with specific audiences, while concentrating on the advertiser's objective.



WHAT WE DO

Videology's proprietary mathematically-based technology flawlessly matches brands with audiences they value most. Through the use of audience data, optimal ad decisioning and the Internet's 1:1 delivery capability, Videology serves the right ad, to the right person, at the right time. As a result, campaign performance increases, while simultaneously the cost to reach their target audience decreases.

Data Aggregation

Largest addressable audience in online video

Inventory Procurement

Site specific, exchange & network in-stream video inventory

Advanced Targeting

1-1 video targeting tools to flawlessly reach the advertiser's consumer and achieve their campaign objectives

Optimal Ad Decisioning

Extracting the optimal value from each impression to maximize performance for advertisers

Reporting & Analytics

Providing robust insights and analytics against specific campaign goals. Includes brand measurement & recall, purchase measurement, audience & creative performance as well as advertiser & agency ROI.



Targetability

Measurability

Transparency

Performance

Accountability