



Audience Leadership driven by Proprietary Technology

The leaders in audio and computer vision deliver the best contextual and brand safety experience for advertisers



YOUTUBE PLUS

Massive reach with the added hypertargeting and safety.
The only Certified Google partner with:

96% CONTEXT RELEVANCE SCORE

IAS Integral Ad Science VERIFICATION



WHY IT MATTERS?

20%

Ads are not served in relevant content (*Mexico*)

85%

Ads are not served in the right language (*Brazil*)

62%

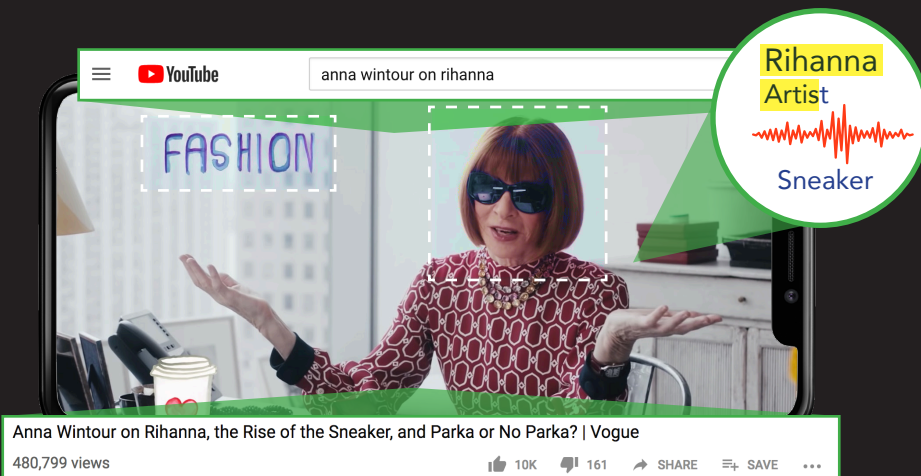
Ads appeared in inappropriate content (*Brazil*)

**DynAdmic Youtube Safety Analysis commissioned research 2019*

HOW IT WORKS

The automatic content recognition code scans

- 1 The audio, graphics and content of the page.
- 2 The source
- 3 The context relevance score
- 4 Brand safety score



EXCLUSIVE SEGMENTATION AND HIGHER PERFORMANCE

with predictive placement technology

20X

CTR

3X

VTR

37%

CPV
Optimization

40%

View rate
increase

LET'S MAKE SMARTER CHOICES



TIME IN
VIEW



QUALIFIED
AUDIENCES



RIGHT
SCREEN



RIGHT
CONTEXT



RIGHT
TIME

BUY AUDIENCES NOT SCREENS

Target by channels, keywords, influencers, categories

450MM Users per day, 36 categories from all industries



Students



B2B



Beauty



Travel



Entertainment



Household
decision maker



Finance



Luxury



News



Science



Automotive



Food & Drink



Fashion



Sports



Health



Pets



Deco & Home



Technology

For more information contact sales@DynAdmic.com

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