

# SUPER BOWL PACKAGES

Yieldmo Private Marketplaces powered by AEROS

The Superbowl is annually the most watched television event of the year. According to Fox Sport, last year averaged 99.9 million viewers on Fox. Make sure your clients are set up for success by taking advantage of our customizable NFL packages.

## Instant Access to Your Desired Audiences

**Flexible.** Inventory packages are tailored to your custom audiences - both user-based and contextual.

**Smart.** Every PMP is powered by AEROS Attention Analytics - leveraging AI models trained to hit your KPIs.

**Engaging.** High-impact Formats capture more qualified consumer attention and more data to optimize your media.

## Specific Publishers

It's easy to target your audiences before and during the NFL season on the Yieldmo Marketplace. Ranging from men's interests, sports and gaming publishers, choose from multiple packages that work best for your NFL driven campaign.

Esquire



## Custom Audiences from Oracle

Hosted by Yieldmo in partnership with Oracle/Bluekai, with no data fee to the advertiser.

- Audiences by Oracle › Media and Entertainment › Sports and Recreational Activities › Interest (Affinity) › Team Sports › Football (American) › Professional Football (NFL)
- Audiences by Oracle › Media and Entertainment › Visitation (Visitors) › Sports › NFL Games
- Oracle BlueKai › Custom Categories › NFL Enthusiast

## The AEROS Advantage

Each Private Marketplace contains the power of AEROS Attention Analytics.

AEROS picks up on swipes, scrolls, expands, touches, tilts and other human signals of attention multiple times a second. It uses these signals to train unique AI algorithms designed to increase campaign KPIs.

AEROS is also designed to select optimal placements with and without cookies, enabling you to target contextually or user-based in real-time.

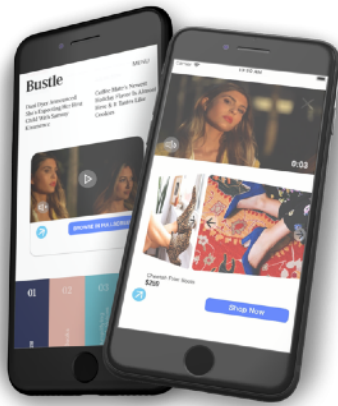
## Next-Gen Formats

Our patented Formats work harder for your campaign. Visually compelling and additive to the user experience, they also collect more attention signals to optimize your media.

Available through all pipes and platforms:

- Video, Display, Native, High-Impact
- Mobile, Desktop, In-App

## Formats Highlight



### Megashopper

Introducing Megashopper, the immersive shopping experience. Your brand video opens full screen and continues to play while transporting the viewer to a private store experience. Similar to social media habits today, Megashopper recreates the magic mix of short-form content and the power to engage with the content simultaneously. Scaled to the open web, we give you the ability to harness the stream of multi-tasking, fast-paced decision making that consumers revel in today.



### Pinhole

A new enhanced video format that layers your logo or icon of choice over your video, and expands into your video as the user scrolls. Perfect for tentpole events, this format generates more interest and action. It gives the user a glimpse into your video, compelling the user to pay more attention to the screen and scroll to see additional footage.

320x50, 300x250 | Floor price \$3.25