



Underdog Media and Amobee Amplify Engagement



TOYOTA



- **\$11,000** of revenue in September for **Toyota**
- **70%** Viewability across banner and video
- **102M** Monthly Uniques for Toyota
- **63M** Auto Part Accessories Shoppers

<u>Affinity for:</u>	4.26x Highlander	3.21x Tacoma
	3.75x Scion	3.17x Corolla
	3.67x Prius	2.89x Rav4
	3.38x Sienna	2.61x Camry
	3.36 4Runner	2.22x Tundra
	3.33x Avalon	



Southwest®



- **\$1,500** of revenue in September for **Southwest Airlines**
- **71%** Viewability across slider and video
- **77M** Air Travel and Hotel Spenders
- **60M** Travel Agency & Tour Operation Spenders
- **3.3x** Affinity to Travel



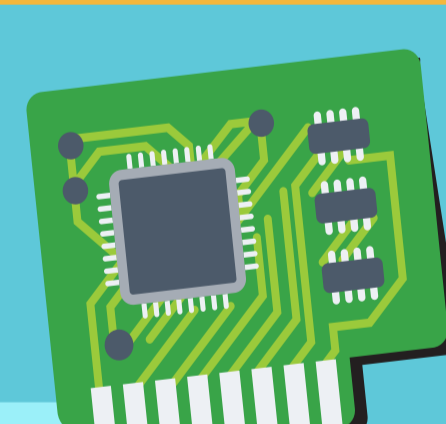
Pier1 imports®



- **\$6,000** of revenue in September for **Pier 1** across video
- **98M** Home Decor & Furniture Shoppers
- **94%** are Home Owners
- **47M** Watch How-To Television Shows
- **4.7x** Affinity to Remodeling & Construction
- **3.5x** Affinity to Interior Decorating



DELL



- **\$2,000** of revenue in September
- **72%** Viewability across banner
- **55M** Monthly Uniques for Dell
- **102M** Shop for Computers
- **90%** Laptop & Tablet Shoppers
- **52%** Shop for Electronics and Gadgets

