

HOLIDAY Audience Insights

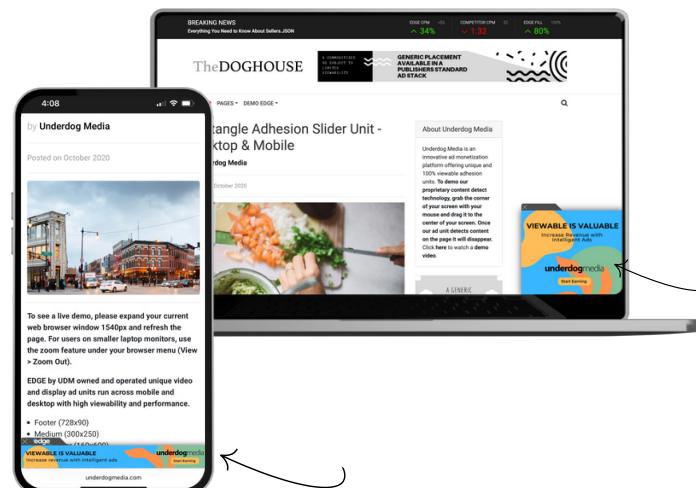


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As consumers gear up for the busiest shopping season of the year, it's the perfect opportunity to get in front of high-intent holiday shoppers. We will help you capture their attention early and stay top-of-mind throughout the season.

- 22M are Cyber Monday & Digital Black Friday shoppers
- 31M are post-holiday bargain shoppers
- 15M are top holiday spenders
- 52% are holiday entertainers
- 62% shop for seasonal products
- 25M believe the internet is the most convenient way to shop
- 22M visited a shopping mall (last 30 days)
- 10M searched for a laptop/desktop computer (last 6 months)
- 17M spent \$500+ on electronics (last 6 months)
- 12M purchased jewelry/watches/accessories (last 6 months)
- 25M own a gaming console
- 13M purchased fragrance/perfume (last 6 months)
- 14M purchased gift foods (last 6 months)
- 49M Parents
- 19M Grandparents

General Demographics
113M in the USA
56M Females
57M Males



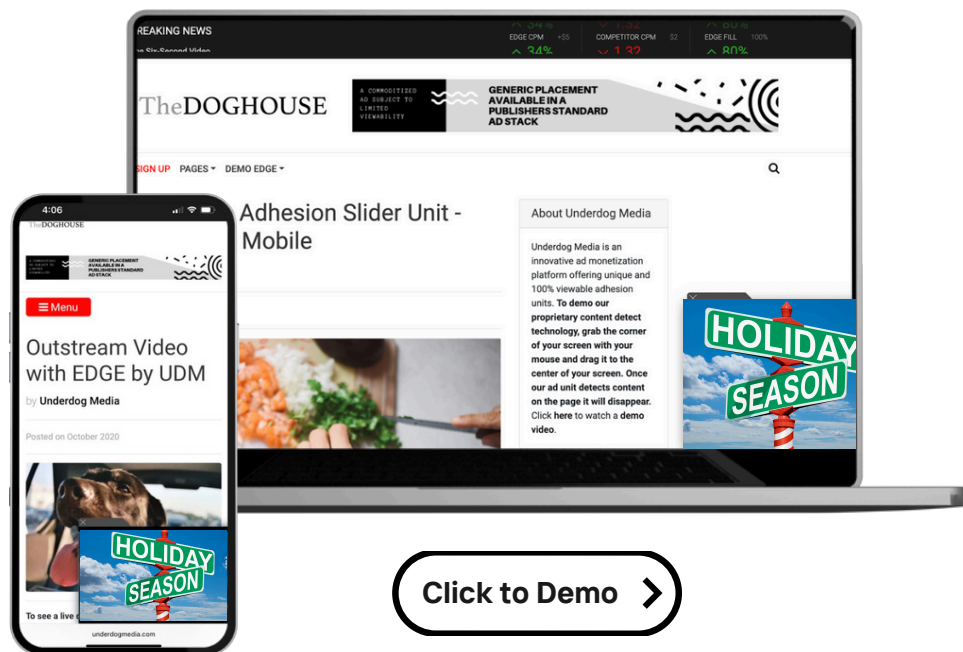
Get in touch! For more information about targeting this audience through a PMP, please contact: Michelle Gable - mgable@underdogmedia.com

Underdog Media

Maximize Revenue with Innovative Ads



EDGE by UDM



Utilize our unique EDGE by UDM

- Unique owned and operated EDGE by UDM ad units demonstrate exceptional visibility and engagement
- KPI's are 80%+ viewability, average .34% CTR, and high completion rate on video
- Enhance performance by integrating a customized audience specifically designed for your brand.
- Exclusive global inventory across mobile web and desktop generating 2B impressions and attracting more than 245 million unique users each month

CTV/OTT



Access top programmatic CTV/OTT inventory! Tap into some of the most well-known apps!

- Large-screen targeting available
- Incorporate a customized audience that we develop exclusively for your brand to enhance performance.
- Create a custom CTV/OTT app list that yields a high ranking stats against your targeted audience to target for your campaign
- Run on networks such as Vizio, MLB.TV, Fubo, PlutoTV, AMC Networks, Paramount+ and more

The Buyer Advantage

- 245M monthly uniques and 2B worldwide impressions; 113M Monthly US Uniques
- Unique & Exclusive Inventory
- Custom Audience Targeting Through a PMP
- Programmatic CTV/OTT, Display and Video
- Audience Insights & Data

Quality, Transparency, & Efficiency

- Ads.txt and sellers.json compliant
- Third-party brand safety vendors include: BetterAds.org compliant and Confiant
- Ranked in top 10 on Comscore's Multi-Platform Ad Ecosystem
- Dedicated team to oversee performance

Get in touch! For more information about Display, CTV and video opportunities, please contact: Michelle Gable - mgable@underdogmedia.com

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