

INFILLION BY THE NUMBERS

We're saying goodbye to an eventful 2023 by taking a look back on the numbers and trends we've seen across the vast Infillion network this year. Ready? Let's do this.

PREMIUM VIDEO ENGAGEMENTS **IDENTITY-BASED ADVERTISING** TrueX Blueprints can effortlessly turn your creative assets into an engaging interactive experience. How did This year our clients couldn't they stack up in terms of driving brand lift in 2023? get enough of: (A flight of stairs is about 13 "steps.") Use geolocation to tell users exactly where to Our most popular Blueprint find your products or Awareness functionalities in 2023: services 617 points, or 48 flights of stairs 1. Foundation: Map Interstitial The easiest way to make video Consideration ads interactive 309 points, or 2. Foundation Carousel: Eye-catching creative in the right **24** flights of stairs Guide users through your place at the right brand's multimedia story time **3.** Content Collection: Intent Build a microsite within your ad 82 points, or <u>Static Banner</u> 7 flights of stairs With a TrueX custom ad campaign, the sky's the limit. How many custom games did we build for Interactive Slider Т brands this year? Showcase your brand story with a carousel of slides featuring product images, individual CTAs, and more Including our first ever three-card monte style game! INSTADIUN SHOP FRICTIONLESS SHOPPABLE AMERICA'S LARGEST LIVE SPORTS NETWORK



Our InStadium ads reached the equivalent of 185 sold out Yankee Stadiums

