

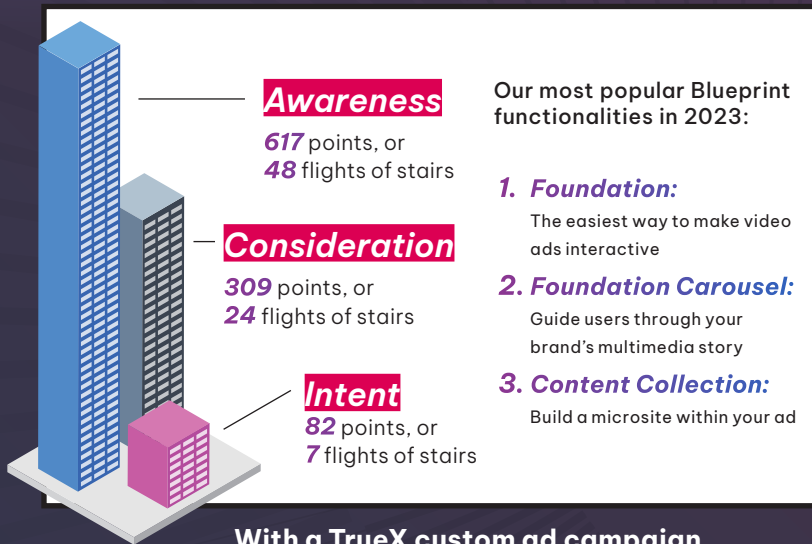
# INFILLION BY THE NUMBERS

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.

## TRUEX

### PREMIUM VIDEO ENGAGEMENTS

TrueX Blueprints can effortlessly turn your creative assets into an engaging interactive experience. How did they stack up in terms of driving brand lift in 2023? (A flight of stairs is about 13 "steps.")



Our most popular Blueprint functionalities in 2023:

- 1. Foundation:**  
The easiest way to make video ads interactive
- 2. Foundation Carousel:**  
Guide users through your brand's multimedia story
- 3. Content Collection:**  
Build a microsite within your ad

With a TrueX custom ad campaign, the sky's the limit.

How many custom games did we build for brands this year?



Including our first ever three-card monte style game!

## NEXT

### IDENTITY-BASED ADVERTISING

This year our clients couldn't get enough of:



## SHOPX

### FRICTIONLESS SHOPPABLE



## INSTADIUM

### AMERICA'S LARGEST LIVE SPORTS NETWORK

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

