Curated Viewability & Audience Attention
Infolinks is a curated exclusive ad marketplace that enables advertising with contextual intent targeting and high viewability across handpicked, quality publisher placements. This rare combination achieves very successful outcomes.

Infolinks’ proprietary real-time contextual technology identifies intent and engagement on the page. This enables maximum viewability and performance on each ad impression we deliver within a cookieless world.

Our exclusive placement marketplace of over 25,000 live website partners and ad units provides advertisers with a scaled viewable solution for display, video, native and CTV success.
Contextual Keyword Targeting

Infolinks’ real-time contextual intent targeting uses keywords to ensure that your ads reach an audience with an enthusiastic interest in your message.

Referral Search & Social Targeting

The Infolinks Referral Analyzer technology identifies the immediate source of traffic (search or social) visiting the publisher page and combines that with contextual relevance to determine the clear intent of the audience.
**High Viewability**

**Top in Inventory Viewability and Duration**

Infolinks perfects viewable impressions and duration to ensure ads are seen and considered to achieve performance.

We provide multiple ad units that are triggered on viewable signals and offer industry leading viewability of 90% across mobile and desktop devices.

Our attention-grabbing ads remain viewable as the user scrolls through relative content and interacts with the user’s actions.
Infolinks maximizes your ad spend quality and Supply Path Optimization (SPO) strategy by providing ONLY unique Exclusive Proprietary Placements* across our direct 25,000 publishing partners.

We simplify your media buying by breaking through the digital maze and delivering decisive performance to your campaign.

The Infolinks ad units provide advertisers with a scaled exclusive placement viewable solution for display, video, native and CTV success.

*As Rated by Jounce Media
Mobile Ad Units

Maximum Campaign Performance
Advertisers can target multiple locations on page, such as bottom (InFold), within page content (InArticle) or the device top (InTop) utilizing Infolinks’ high performance ad units.

- Maximize reach with target audiences
- Premium Guaranteed in view placements
- Assured Advertiser Brand Safety

Infolinks delivers 90% Ad Viewability across our direct 25,000 publishing partners.
Infolinks offers high-impact HTML5 Rich Media Ads on our mobile and tablet InFold anchor and InTop ad units.

Our exclusive placements elicit a positive reaction from consumers with ads that bring brands to life.

Infolinks combines our 90% ad viewability with enjoyable and non-intrusive Rich Media that can include sound and touch interactivity upon user engagement.
Infolinks provides advertisers with peak performance across all core metrics. Our winning formula combines: Intent Targeting, High Viewability and Exclusive Placements to generate High Performance.

**Intent Targeting – Enhances Relevance**

**High Viewability – Average 90%**

**Exclusive Placements – Only Unique SPO direct Placements on Site**

**Brand Safety** – We use leading 3rd party technologies and guard against fraud or low performance inventory. Infolinks is TAG reviewed and compliant
Our Products

**Video Ads**
Infolinks video ads have the highest viewability, viewable completion rates & lowest Cost Per Viewable Completion rate.

**Display Ads**
Display ads have the most prominent placement with the highest viewability and duration time across our network of 25,000 sites.

**Native Ads**
We combine non-disruptive native ads with highly viewable, contextually targeted placements to generate strong performance.

**CTV Ads**
Infolinks CTV ads allow advertisers to reach an ever-growing audience on connected devices to gain viewers’ attention and consideration.
Guaranteed Viewability
InFold is an above-the-fold slider that captures audience attention on all devices and remains viewable as the user scrolls through relevant content.

Search Performance on Display
Real-Time Intent Targeting using search and contextual triggers ensures audiences only see the ad at the right time.

Ad Formats
IAB Display, Native and Video
InTop is exclusive to smart phones. InTop resides above the masthead with its distinct presence and remains viewable as the user scrolls through relevant content.

Maximize Mobile Performance
Real-Time Intent Targeting leveraging search and contextual triggers ensures users only see the ad when their current actions confirm it’s the right message at the right time.

Ad Formats
IAB Display, Native
Premium In-Page Placement
InArticle is an in-stream viewability unit that serves embedded video, display and native ads within page content.

Viewability Triggered By Intent
Opens only above the fold once a user is in view and engages with the page content.

Ad Formats
IAB Display, Native and Video
Real-Time Dynamic High Impact
InFrame customizes ad size and placement with exclusive auto screen size algorithm, rendering high impact goal-post units when there is unused white space on page sides.

Enhanced Viewability
Remains viewable even as the user scrolls, offering high viewability rates and an engaging creative canvas that resides in the site skin.

Ad Formats
IAB Display
Smart Interstitials
InScreen serves highly viewable, dynamic ads leveraging a mix of search and contextual real-time intent triggers.

Cross Platform Engagement
Across both desktop and mobile, maximizes user interaction with 7%+ CTR on all devices.

Ad Formats
IAB Display, Native and Video
Opt-In, User-Driven Intent
InText engages users in research mindset with a unit they trigger by hovering over relevant keywords.

High Performance
Users control the experience, leading to high engagement and elite performance.

Ad Formats
IAB Display, Native and Video
Thank You!

Please visit infolinks.com to learn more.