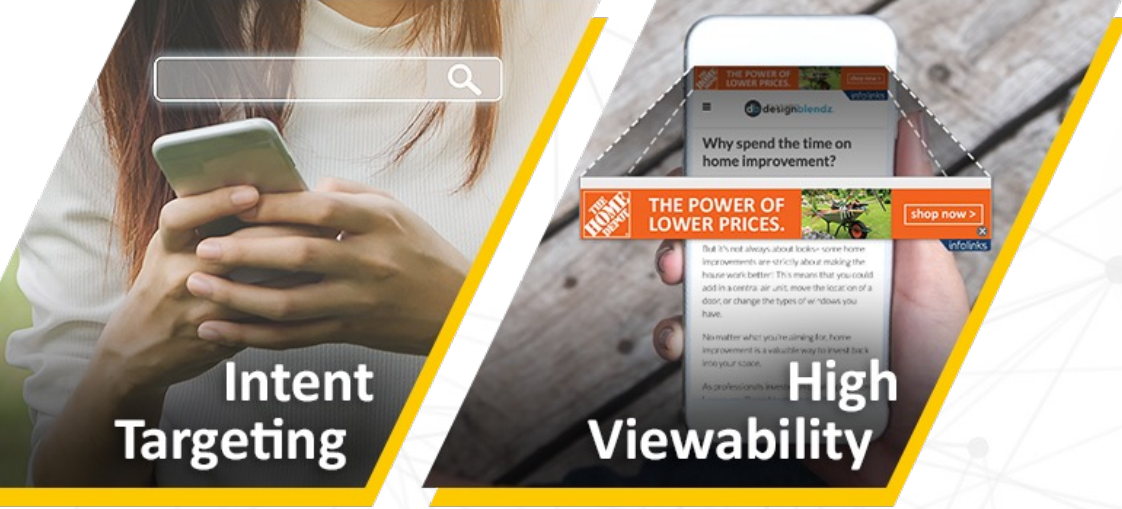




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**Curated Viewability
& Audience Attention**



Handpicked Ad Placements

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.



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Intent Targeting

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.

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High Viewability

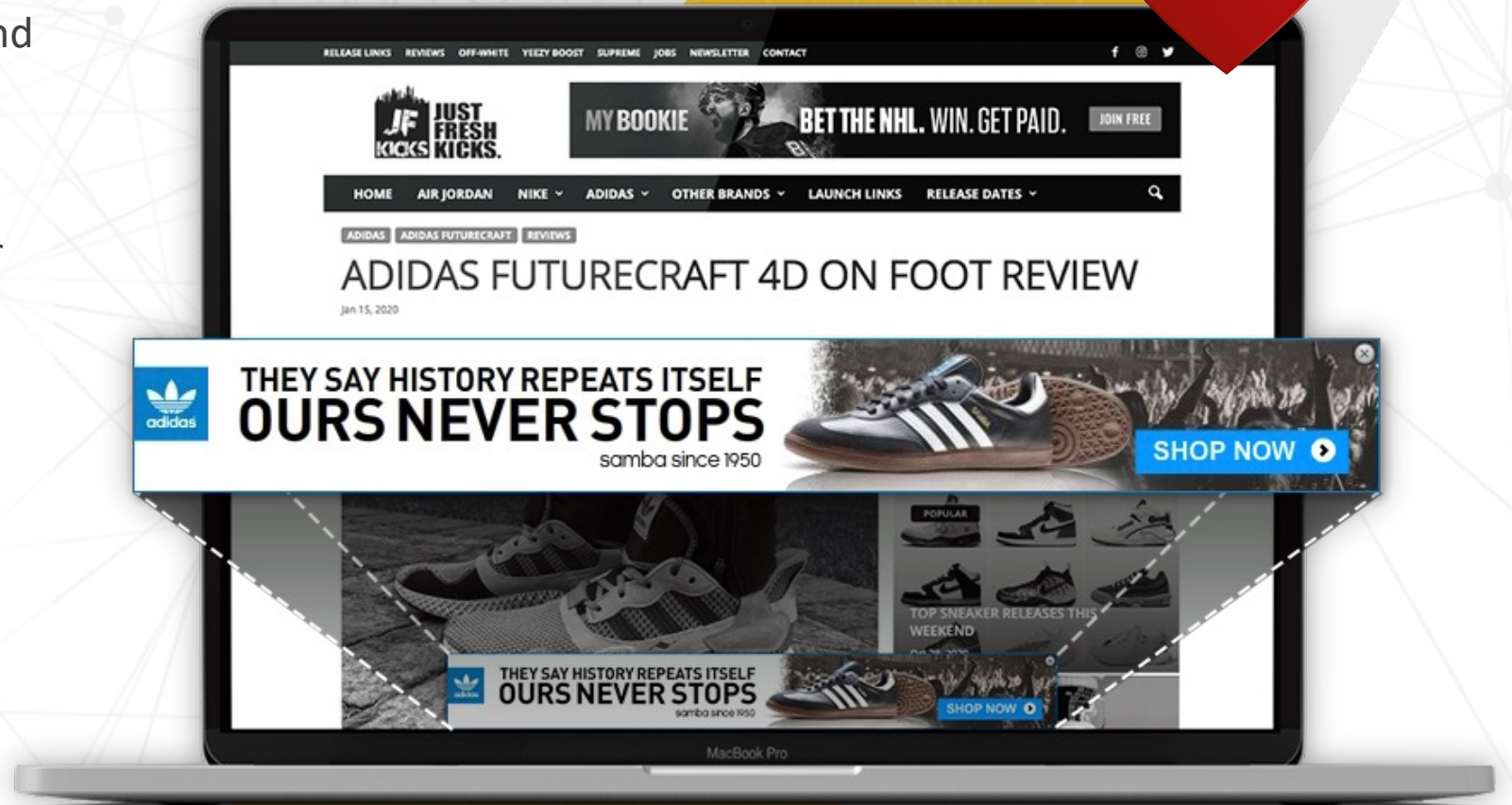
Top in Inventory Viewability and Duration

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.

90%
Viewability
Avg.



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Exclusive Placements

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

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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.

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intop

inarticle

infold





Rich Media Ads

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.

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High Performance

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

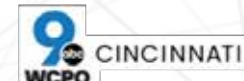


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Featured Publishers

25,000
Direct
Publishers

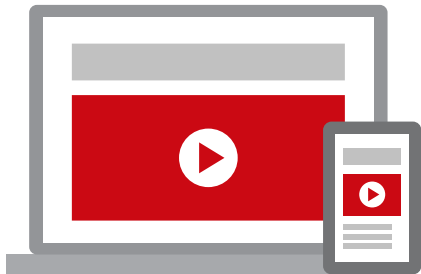


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Our Products

Video Ads



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

Display Ads



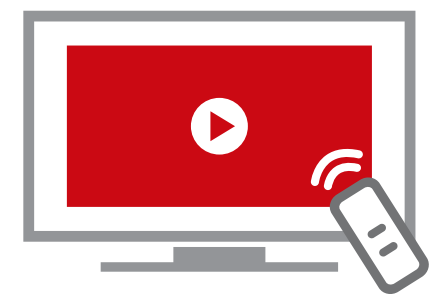
Display ads have the most prominent placement with the highest viewability and duration time across our network of 25,000 sites.

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.

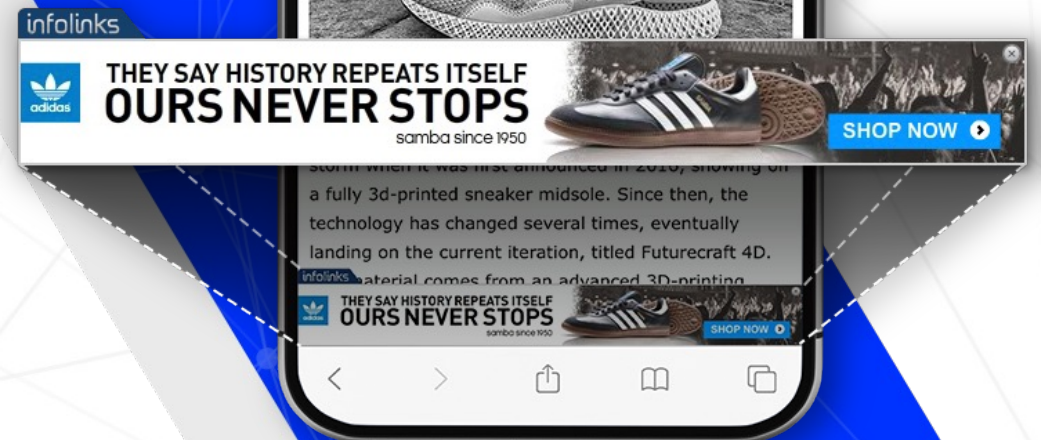
Search Performance on Display

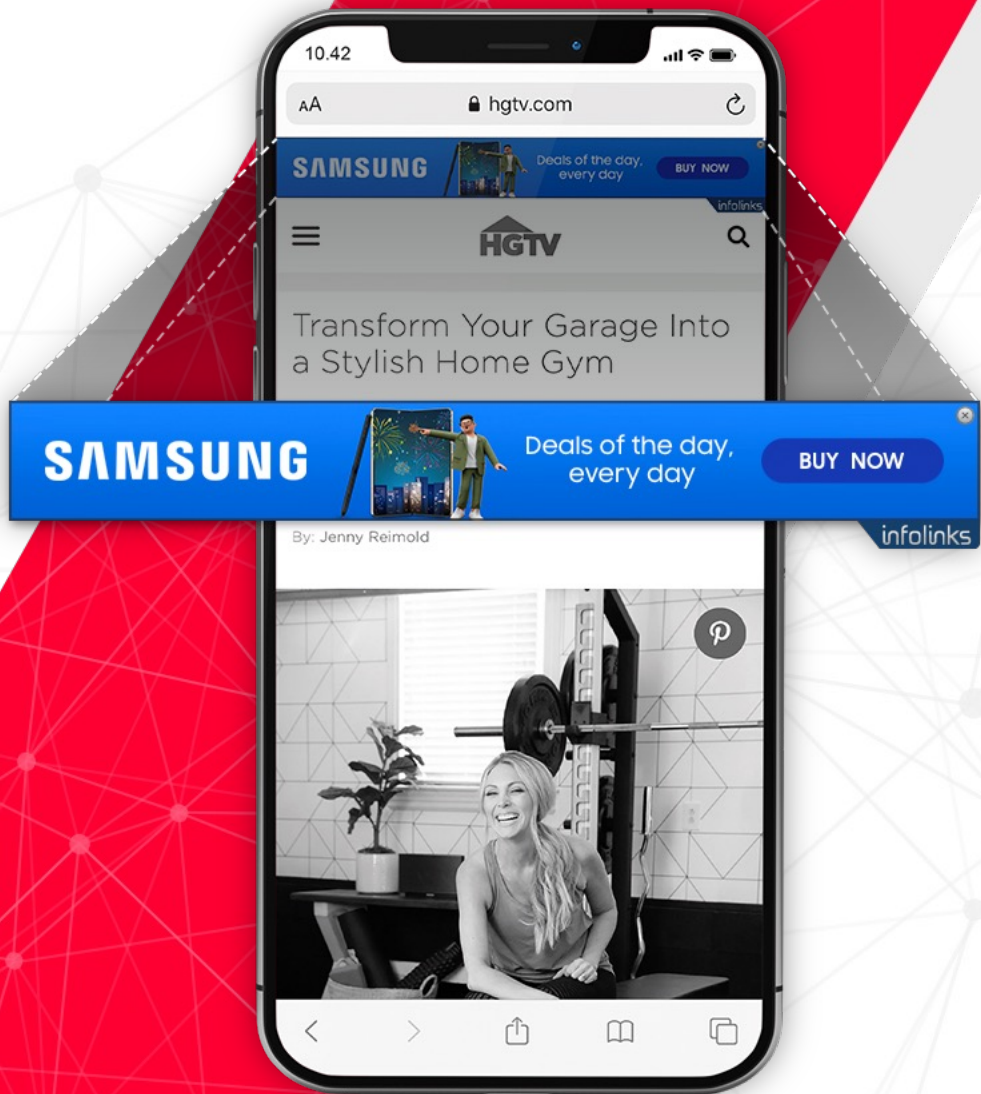
Real-Time Intent Targeting using search and contextual triggers ensures audiences only see the ad at the right time.

Ad Formats

IAB Display, Native and Video

infolinks





intop

Viewability Perfection

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

infolinks

inarticle

Premium In-Page Placement

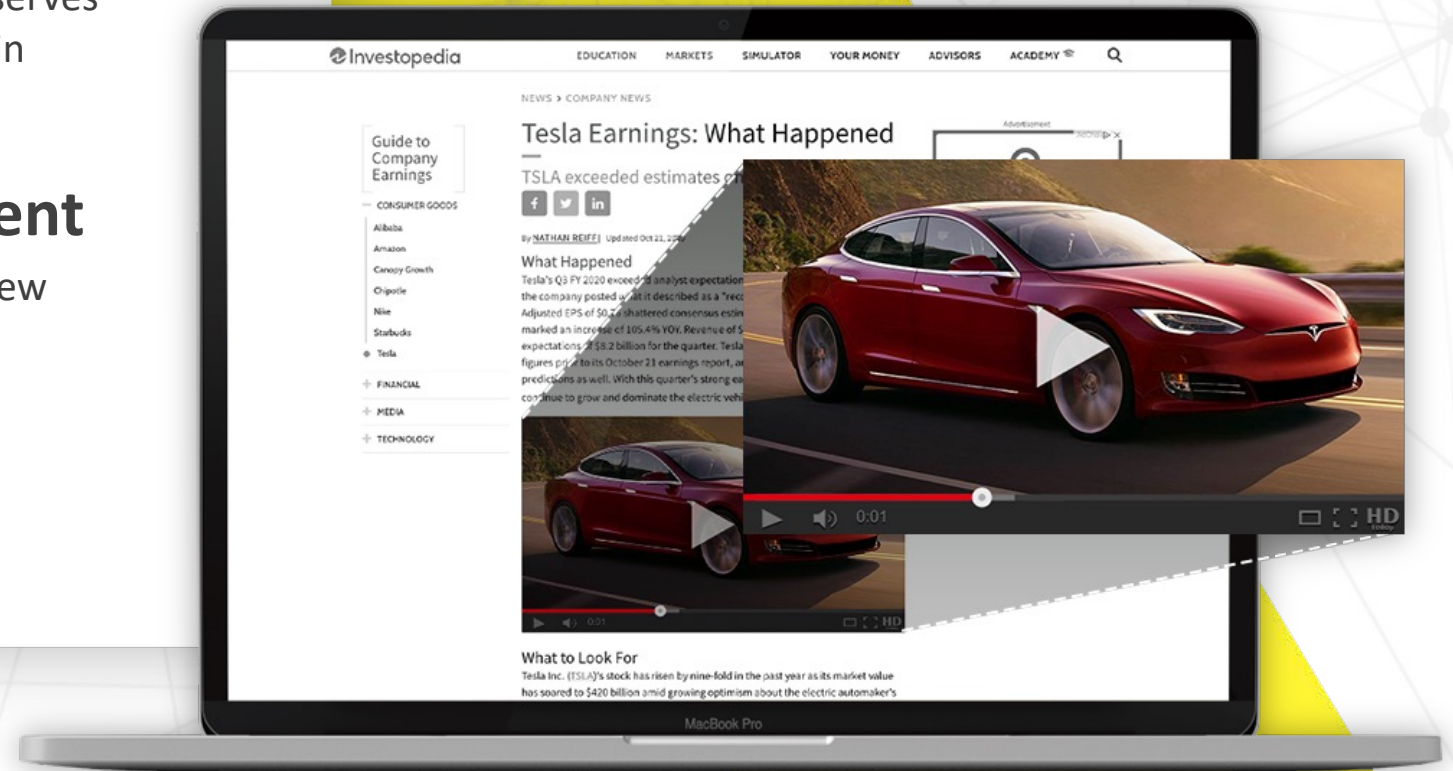
InArticle is an in-stream viewability unit that serves embedded video, display and native ads within page content.

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



infolinks

inframe

Real-Time Dynamic High Impact

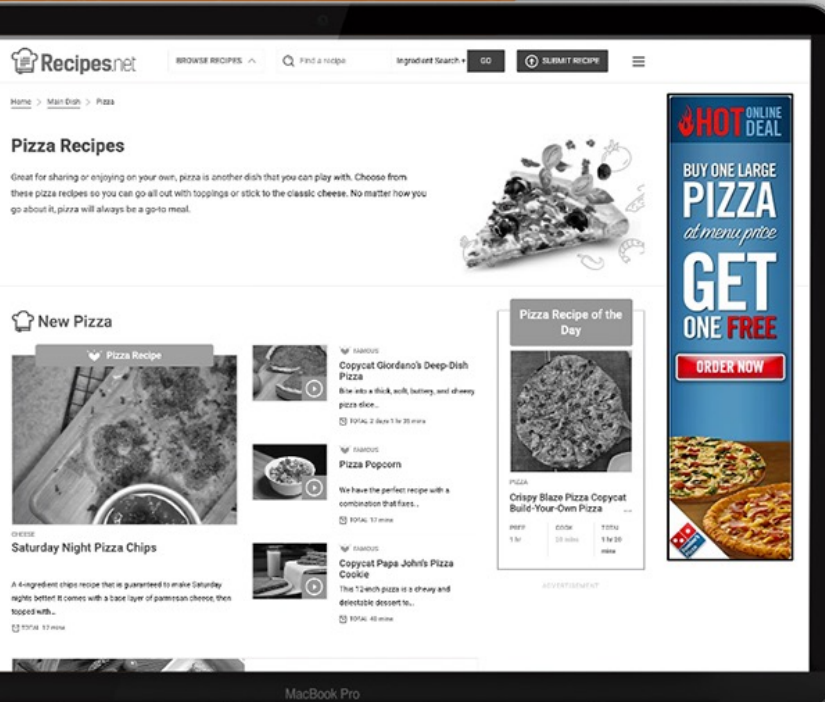
InFrame customizes ad size and placement with exclusive auto screen size algorithm, rendering high impact goal-post units when there is unused white space on page sides.

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



infolinks

inscreen

Smart Interstitials

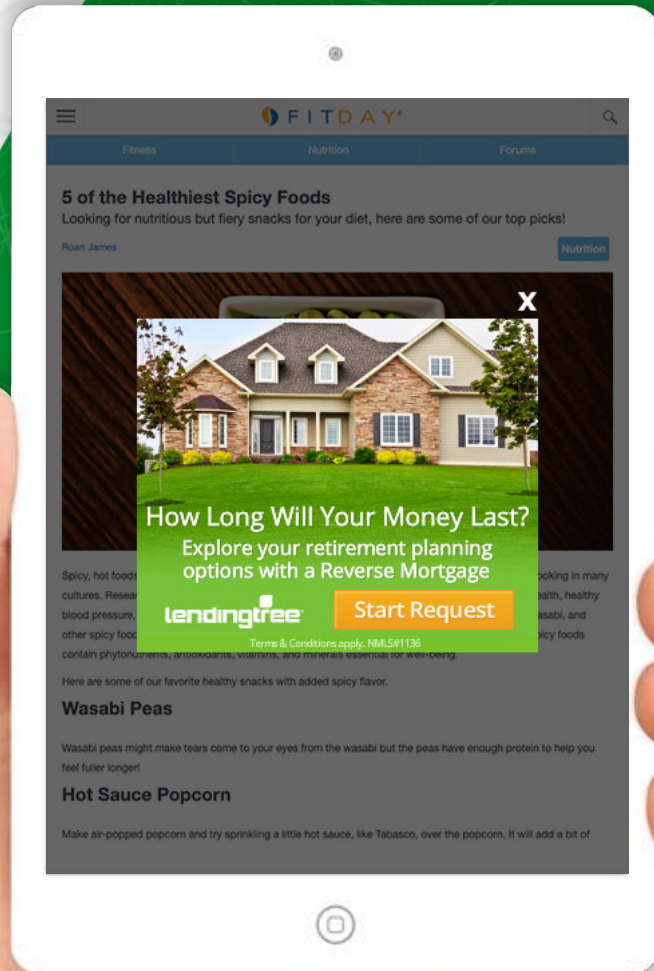
InScreen serves highly viewable, dynamic ads leveraging a mix of search and contextual real-time intent triggers.

Cross Platform Engagement

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

Ad Formats

IAB Display, Native and Video



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intext

Opt-In, User-Driven Intent

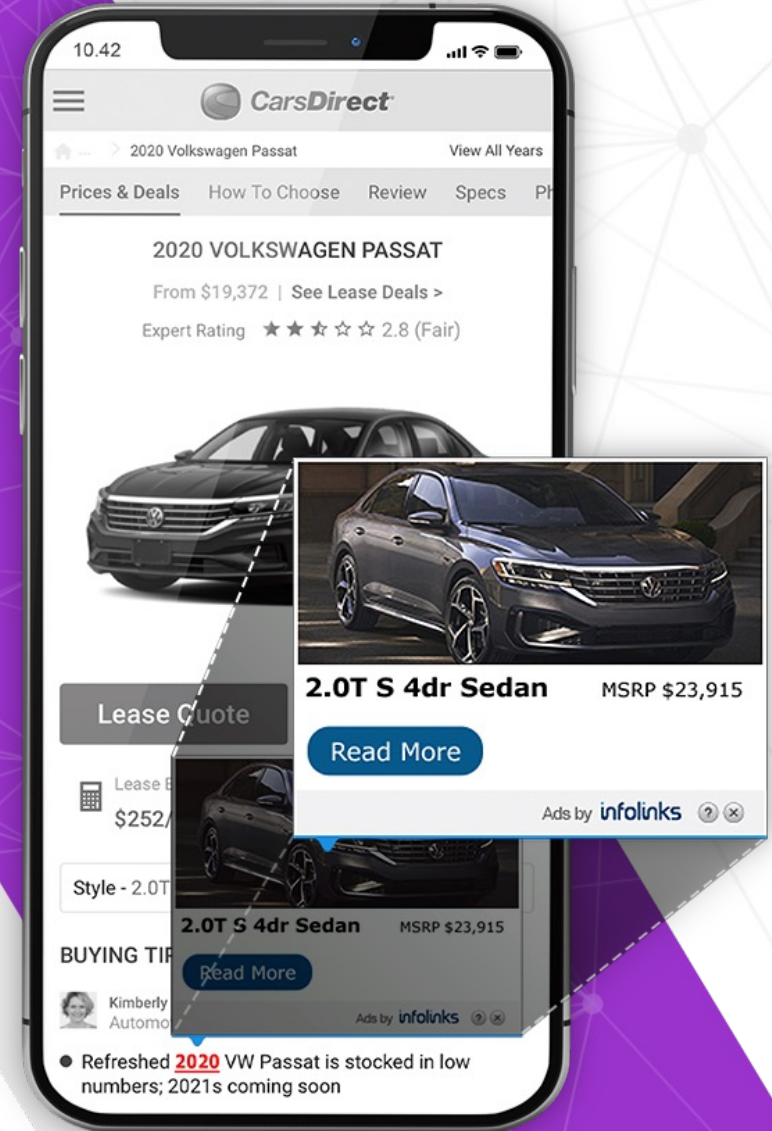
InText engages users in research mindset with a unit they trigger by hovering over relevant keywords.

High Performance

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

Ad Formats

IAB Display, Native and Video



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A background graphic consisting of a complex network of thin, light gray lines connecting numerous small, dark gray circular nodes. The nodes are distributed across the entire frame, creating a web-like or molecular structure. The lines vary in length and orientation, creating a sense of interconnectedness and dynamic movement.

Thank You!

Please visit infolinks.com to learn more.

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