# infolinks

# Curated Viewability & Audience Attention





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# 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.

**ORDER NOW** 

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# lntent 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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# Titness Nutrition Foru

**5 of the Healthiest Spicy Foods** Looking for nutritious but fiery snacks for your diet, here are some of our top picks!

5 of the Healthiest Spicy Foods Looking for nutritious but fiery snacks for your

diet, here are some of our top picks!

Spicy, hot foods have long been associated with many health benefits and are an important part of cooking in many cultures. Research has looked into the relationship between different types of spicy food and heart health, healthy blood pressure, weight loss and the prevention of certain types of cancer. Chilies, peppers, ginger, wasabi, and other spicy foods can

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DELIVERING

ENOWS

NELIVERING

Google

5 of the healthiest spicy foods

Google Search

I'm Feeling Lucky



#### **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.





### **Exclusive Placements**

LIST

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abc

NBC

THE

PIX()) NEWS COURT

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



#### **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

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Infolinks delivers 90% Ad Viewability across our direct 25,000 publishing partners.

### SHOP NOW for a lot of families, and parents worried about their child's social development when they were isolated from their classmates. As schools begin to reopen for in-person learning, parents may still have some concerns about how safe the environment is. Kills 99.9% of Bacteria & Viruses That is why research and studies are continuously being done to look at how schools can prevent the spread of the virus and what steps need to be taken SHOP NOW E

**B** 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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irgin Atlantic has provided a first look inside its new <u>Airbus</u> A330-900neo.

Designed "to provide a premium, personalised expension of for every single customer", the aircraft feature new upper class cabin, enhanced social space increased connectivity of the innovative Retreat Suite.

CHAN CHORNING

The A330-90 is de cent more fuel and o the A330-300 it is replacing and vigan Atlantic fleet, and will deliver a 50 per cent reduction in airport noise contour.

Virgin Atlantic was the first UK airline to announce a firm order for up to 16 Airbus A330-900neos, part of its commitment to flying the cleanest, greenest fleet in the sky. More delight for your dollar Find flights →

thenationalnews.com

virgin atlantic

See the UK for less with the best exchange rate in decades.

Our Products

#### Video Ads



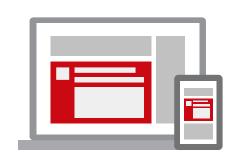
Infolinks video ads have the highest viewability, viewable completion rates & lowest Cost Per Viewable Completion rate.

#### **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 nondisruptive 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.

# Thank You!

Please visit infolinks.com to learn more.