

AdX Video Inventory Packages

Date: November 2015



DoubleClick
by Google

Black Friday & Cyber Monday Deal Hunters

Ad Exchange Inventory Pack

Available Formats:

- Desktop & Mobile Web Display
- Mobile App

10b
weekly US
impressions

\$4
Avg. Winning
Bid CPM

500m
weekly US
unique cookies

Reach & Content

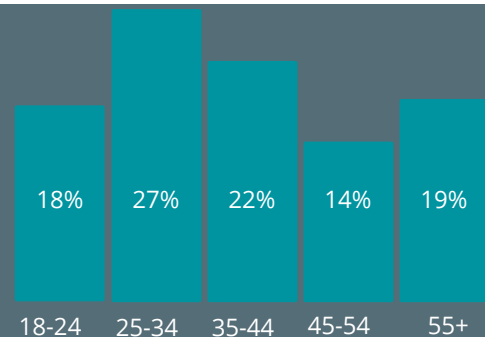


50%



50%

Gender



Age

Retail: Top Performing

Ad Exchange Inventory Pack

Available Formats:

- Desktop & Mobile Web
Display

10b
weekly US
impressions

\$3
Avg. Winning
Bid CPM

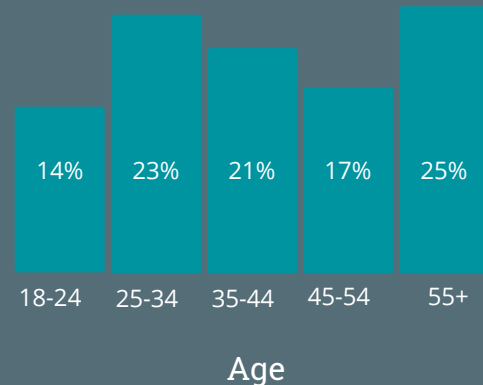
350m
weekly US
unique cookies

Reach & Content

50%

50%

Gender



Tech: Top Performing

Ad Exchange Inventory Pack

Available Formats:

- Desktop & Mobile Web Display

1b

weekly US
impressions

\$2

Avg. Winning
Bid CPM

100m

weekly US
unique cookies

Reach & Content

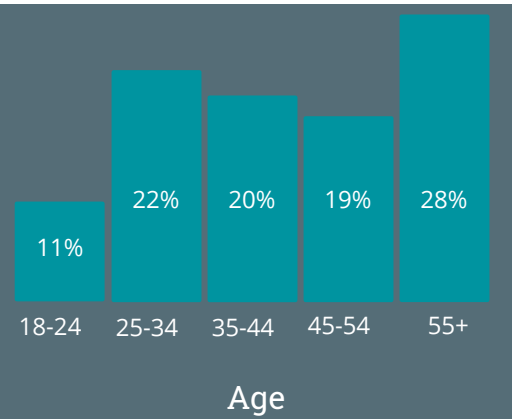


47%



53%

Gender



18-24

22%

20%

19%

28%

Age

CPG: Most Popular

Ad Exchange Video Inventory Pack

Available Formats:

- Desktop & Mobile Web Display

10b
weekly US
impressions

\$3
Avg. Winning
Bid CPM

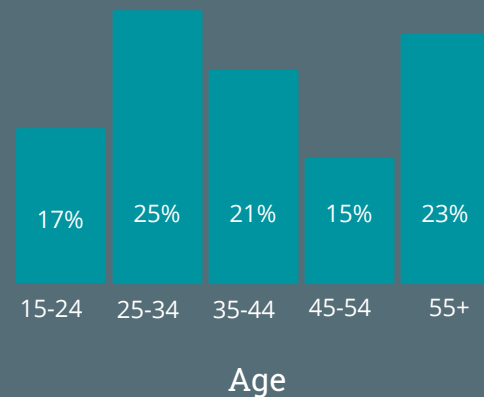
350m
weekly US
unique cookies

Reach & Content


47%


53%

Gender



Travel: Top Performing

Ad Exchange Inventory Pack

Available Formats:

- Desktop & Mobile Web Display

500m

weekly US
impressions

\$2

Avg. Winning
Bid CPM

45m

weekly US
unique cookies

Reach & Content



48%



52%

Gender

