



## Empowering TV Advertising

Ensequence is a 14-year-old advanced advertising company that recently launched ADCONNECT+™, a suite of interactive TV products for national ads.

ADCONNECT+ invites viewers to interact with linear TV spots through their mobile device. It delivers the best of both worlds—the branding power of television with the functionality and rich metrics of digital...all designed to drive new customer acquisition and conversations.



*Television advertising that creates  
a deeper and more measurable  
relationship with viewers*

### ADVERTISER BENEFITS:

- › Risk-free performance-based pricing—cost per acquisition (CPA)
- › Leverages an existing media buy from national TV schedule
- › Offers the scale of national television with metrics of digital
- › Platform agnostic scale across cable, satellite, telco, and Smart TVs; currently enabled on Comcast cable & Samsung Smart TVs
- › Zero production fees and minimal effort required by agency or brand
- › Programs are optimized during the campaign to drive results

**PRODUCT FEATURES:** Viewers respond to an interactive overlay app on your network spot using SMS keyword/short code via their mobile device — which immediately delivers the offer to their phone:

- › Offer a coupon, promotional code, product sample, link to a downloadable app, or showcase content - all adjustable on the fly
- › Integrate with key promotional/sales events

### METRICS & REPORTING:

- › Number of Impressions, Number of Leads, Survey Responses
- › Geographic Mapping of Responses (Smart TV only)

### DISTRIBUTION / CABLE NETWORK AFFILIATES:

- › 25M Current Subs
- › ~45M Subs by YE 2015
- › 80M+ Subs by YE 2016
- › 26 Current Networks
- › 32+ Networks by YE 2015
- › 45+ Networks by YE 2016

### PRICING:

ADCONNECT+ is priced on a Cost Per Acquisition (CPA). A fee is charged only for viewers that respond to the interactive ad (e.g. receive a text message and click on the link to enter brand site).