

WINSTAR INTERACTIVE MEDIA

Innovative Solutions Since 1996

Managed Advertising Solutions to Engage
the **Right Person** at the **Right Time**

WHO WE ARE?

Winstar Interactive offers omnichannel marketing solutions that connects brands and audiences with the best digital technologies available, providing full range of services that include adserving solutions, trafficking, advertising sales, ad inventory management, billing, collection and much more.

WHAT WE DO?

CROSS PLATFORM AUDIENCE TARGETING

250 million individuals and 140 million households across the U.S. and Canada. Over 750 data variables with no inferred audience segmentation. Access to desktops, laptops, tablets, smartphones, digital audio and CTV.

MOBILE LOCATION TARGETING

We're connected to over 100,000+ mobile phones used by billions of consumers. We evaluate every piece of data, so we only serve the most accurate ads, when and where it counts.

GEO RETARGETING

Use our location data to re-target customers who recently visited certain physical locations. Engage consumers based on their real world actions.

CONTEXTUAL TARGETING

We leverage contextual data—such as the day of the week, the time of day, the weather, or other environmental drivers allowing us to deliver the true context of a mobile user's current location.

VIDEO

We aggregate inventory across device types including desktop, mobile, connected TV and Linear to find video consumers wherever they are, delivering over 3B monthly video impressions.

DIGITAL AUDIO

We're tapped into some of the most widely recognized Digital Audio sources, combining streaming digital audio and programmatic technologies to reach listeners on any device.



Contact us to learn how Winstar can deliver on your digital marketing objectives

WINSTAR INTERACTIVE MEDIA

Innovative Solutions Since 1996

VIEW THROUGH & LISTEN THROUGH

Ability to identify and quantify users who visit a website after viewing an ad but did not click. Available across all Winstar media formats!

DESKTOP

Transparent Display inventory and access to 10,000+ websites, offering global reach, vertical markets and many additional targeting options.



DIGITAL DIRECT MAIL

The precision of direct mail on the devices they can't put down.

SOCIAL MEDIA

Target audiences based on what they're saying and buying. Gain access to 40B+ social connections, and 10B+ consumer transactions from 500+ brands.

DIGITAL CREATIVE DEVELOPMENT SERVICES

No design/development team? No problem. We offer full in-house creative development services!



AUDIENCE SEGMENTATION TARGETING

Using a combination of 1st & 3rd party data Winstar taps into behavioral and transactional information to allow the most profitable results.

ARE WE DIFFERENT? YES

A full service marketing platform ensuring **accuracy and scale**



LOCATION ACCURACY



FIRST PARTY AUDIENCE DATA



EXPERIENCE & CREDIBILITY

- The most accurate location data in mobile
- Only continuous- measurement platform
- Publisher of the Location Score Index

- Proprietary place data for 20 MM+POIs
- Enterprise- grade location solutions
- 100MM+ unique user profiles

- 300B+ monthly location enabled impressions
- 15+ years and 600 people focused on location

Working with us ensures brand safety and fraud protection. We are integrated with

IAS Integral
Ad Science

FORENSIQ

MOAT

DV
DoubleVerify

Contact us to learn how Winstar can deliver on your digital marketing objectives