

WunderKIND CTV Ads

Award winning, high impact,
pause ad inventory available
at programmatic scale

Our first-to-market CTV Pause Ads drive full-funnel performance with one creative & deal ID!

Kind CTV Ads are a high impact, pause ad experience initiated when viewers take a break from the content they're watching. Wunderkind's CTV offering abstracts away the complexity of each individual app & platform creative spec to make buying pause ads as seamless as any other programmatic campaign. One creative, one line item, programmatic scale.

"54% of US ad-supported TV viewers pause content for 1-5 minutes"

-EMarketer

4-5

Average pauses per day

Adtech Today research from Disney

15%

Lift in brand favorability

Nielsen research

41%

Lift in ad recall

NBC Research vs. traditional advertising

Award-Winning Innovation: Ulta Beauty's Targeted CTV Breakthrough



56

Adelaide Attention Units

↑ 50%

Above benchmark QR Code Scan Rate

↓ 79%

Decrease in Cost per Store Visit

↑ 54%

Above benchmark Conversion Rate

Learn more in our [client success story](#).

Optimize ad performance with a non-intrusive and more engaging ad experience across every major platform, network and OEM



Partner with **top content providers** where the user is actively engaging & viewing premium content



Extend your CTV reach with new and proprietary inventory, designed for engaging consumers and **delivering top-tier performance.**



Easily activate with one uniformed spec on private marketplace (PMP) and managed service campaigns in major DSPs

Wunderkind's Design Studio team will build all CTV Pause Ads assets as added value

High resolution static creative files

Between 1920x1080px and 4072x2696px

QR code destination link

Wunderkind will generate the QR code itself

Simple animation instruction

If desired



See the Pause Ads template [here!](#)

Added Value QR Code

Wunderkind can generate an optional QR code with customizable CTA to **track user engagement** with the CTV ad.

Added Value Attention Metrics

Wunderkind will provide **Adelaide attention metrics** for any campaign >\$50K

Added Value Impressions

For every CTV impression run, Wunderkind will offer a **high impact display impression** at a **99.9% post auction discount.***