



## "The Five things you need to know about Synacor XT"

Synacor  
6.25.15

### Goals

- Optimize the start page experiences so they work with major corporations such as Verizon, Toshiba to bring together

### Competitor

- Provide high impact and get a lot of tuning views
- Cheaper and more efficient
- They buy all of content from the actual sites (can do specific sites)
- Meant to look like a mobile experience
- Private marketplace (Premium Programmatic Platform)
- 60% of their users don't switch
- Offers unique high impact homepage roadblocks that provide reach/scale

### Capabilities

- Performance based
- Known for providing TV and technology
- Provide Takeover (can do specific sites)
- Scale the audience to reach the best customers
- Search the behavior and have a toolbar

### Target

- Average Age of clients is 42
- People from ages 25-50 or 35-64 (older crowd, high income household)
- Provide customers with first view impressions
- Target specific profiles

### Miscellaneous

- Flight take over ads don't show more than 3 times a day and then rotates to a different ad
- Don't use Ad Safe
- Run on IAB standard
- Provide alternative pages