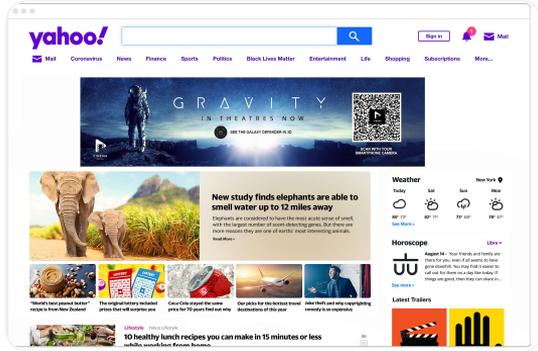


QR Codes enable engagement

yahoo!

Your consistent message in all the right places.



Online



DOOH



CTV



Online

yahoo! Search bar, Sign in, Mail, Coronavirus, News, Finance, Sports, Politics, Black Lives Matter, Entertainment, Life, Shopping, Subscriptions, More...

GRAVITY
IN THEATRES NOW
SEE THE GALAXY DEFENDER IN 3D
SCAN WITH YOUR SMARTPHONE CAMERA

New study finds elephants are able to smell water up to 12 miles away
Elephants are considered to have the most acute sense of smell, with the largest number of scent-detecting genes. But there are more reasons they are one of earth's most interesting animals.
Read More >

World's best seafood "butter" recipe is from New Zealand
The original lottery included prizes that will surprise you
Coca-Cola stayed the same price for 70 years find out why
Our picks for the hottest travel destinations of this year
Joke (he!) and why copyrighting comedy is so expensive

10 healthy lunch recipes you can make in 15 minutes or less while working from home
Save money on takeout by following these easy steps. We've included a shopping list and...
DESIGNED BY ACT FOR CONCEPT ONLY. SUBJECT TO CHANGE PER VERIZON MEDIA SPE

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GRAVITY
IN THEATRES NOW
SEE THE GALAXY DEFENDER IN 3D
SCAN WITH YOUR SMARTPHONE CAMERA

Broncos cut QB they thought would lead franchise
It's quite the fall for Peyton Manning, just an even better one for Denver manager and coach who traded up for sports legend Lynch of...
Played in just 3 games >

Trending Now

1. Johnny Depp
2. Ariana Grande
3. Rhea Seehorn
4. Jacob DeGrom
5. Oakland A's
6. Subaru Crosstrek
7. Seth White
8. LAX Parking
9. India O'Nair
10. Britney Spears

Yahoo! Mail
Faster, beautiful and intuitive
Learn more >

Sunnyvale, CA

Today	Thu	Fri	Sat
72° 57'	72° 57'	73° 57'	73° 57'

Scoreboard

Yesterday	Today	Tomorrow	M.B.S.
Chi Cubs	9	9	9.8
Astros	1	4	9.8

yahoo!

PEARL
meet your travel dreams

SCAN TO DOWNLOAD OUR APP WHERE WE POST NEW DESTINATION DEALS DAILY

Format

Moments

Features

Augmented reality

HBO

Leverage augmented reality to invite users into truly immersive ad experiences.

58%

Of entertainment customers find AR appealing²

2/3

of consumers want to learn more about brands using AR²

4.8x

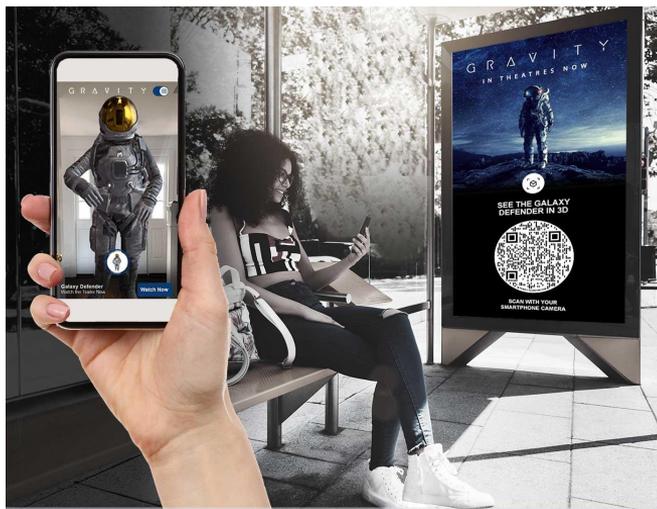
Entertainment Seekers are 4.8x more likely to want to learn more about a brand when the advertising is high quality and fun¹

yahoo!

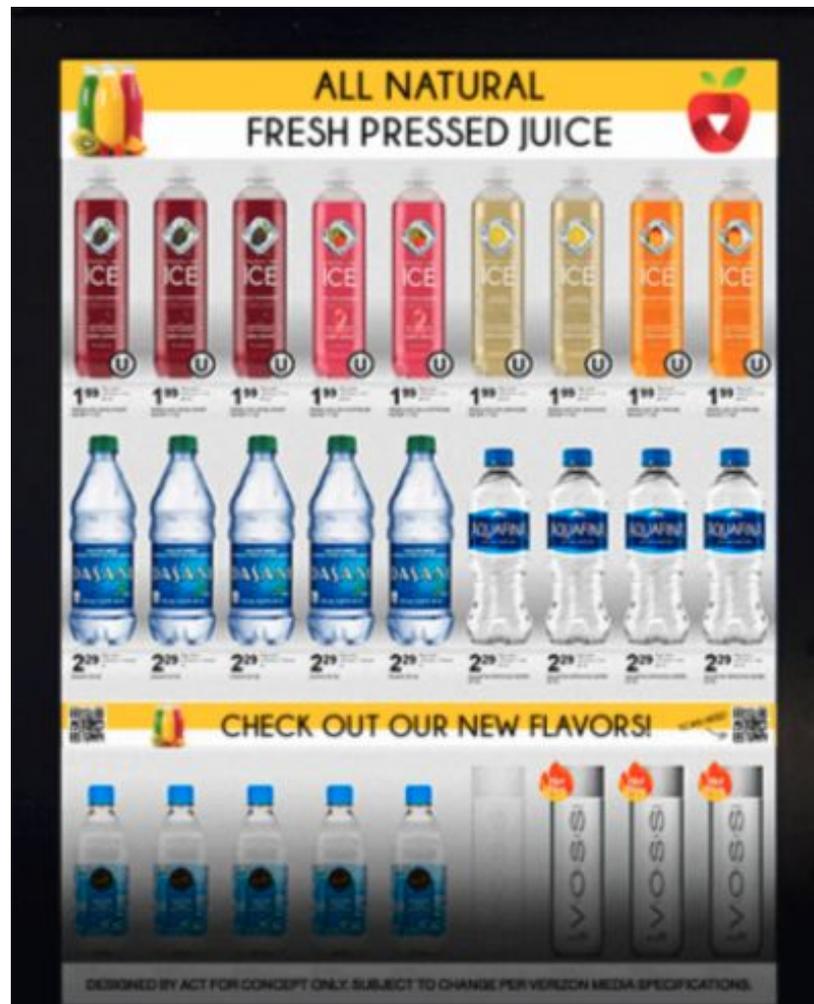


1) Yahoo, Content Moments, 2019
2) Yahoo, Omnibus study, 2020

DOOH



yahoo!



With QR codes, you can extend your CTV experience and enhance living room engagement



QR code adoption has been on the rise since 2018...

11 Million

US households scanned a QR code in 2020¹

yahoo!

Source:1- Internal data, 2021; 2- [Scanova](#)

When used correctly, QR codes can help marketers increase brand awareness and interaction

150%

Higher QR Code scan-through rate vs. benchmark¹

43%

of QR code scanners say TV ads are their main source of brand discovery²

Increase the impact of CTV with personalized, interactive experiences

Drive performance by combining **CTV** ads with personalized **Tiles** experiences, spawned from a QR code.



The benefits



Engaging Experiences

71% of CTV viewers use their mobile devices to look up related content while watching TV, CTV ads provide publishers the perfect canvas to increase user engagement.



Drives Performance

Customized, personalized and interactive video advertising continues to grow and outperform standard preroll across the board, with standard interactive gaining a 237% lift in engagement.¹



Easy Activation

Leverage our internal creative agency, ACT, to strategize, implement, and launch your CTV campaign. We do the heavy lifting so you don't have to.

QR enable post-scan experience

Extend the ad canvas to the consumer's mobile device, creating immersive, personalized environment that loads instantly and is optimized for mobile engagement. Use across iCTV and standard CTV placements.

Engage

- ✓ Pan & tilt
- ✓ Profiler & quiz
- ✓ Gamification
- ✓ 3D, 360° & AR
- ✓ Branded content

Personalize

- ✓ Weather
- ✓ Time of day
- ✓ Location

Convert

- ✓ Mobile wallet
- ✓ Add to calendar
- ✓ Product feeds

yahoo!



Engage



Personalize



Convert

yahoo!