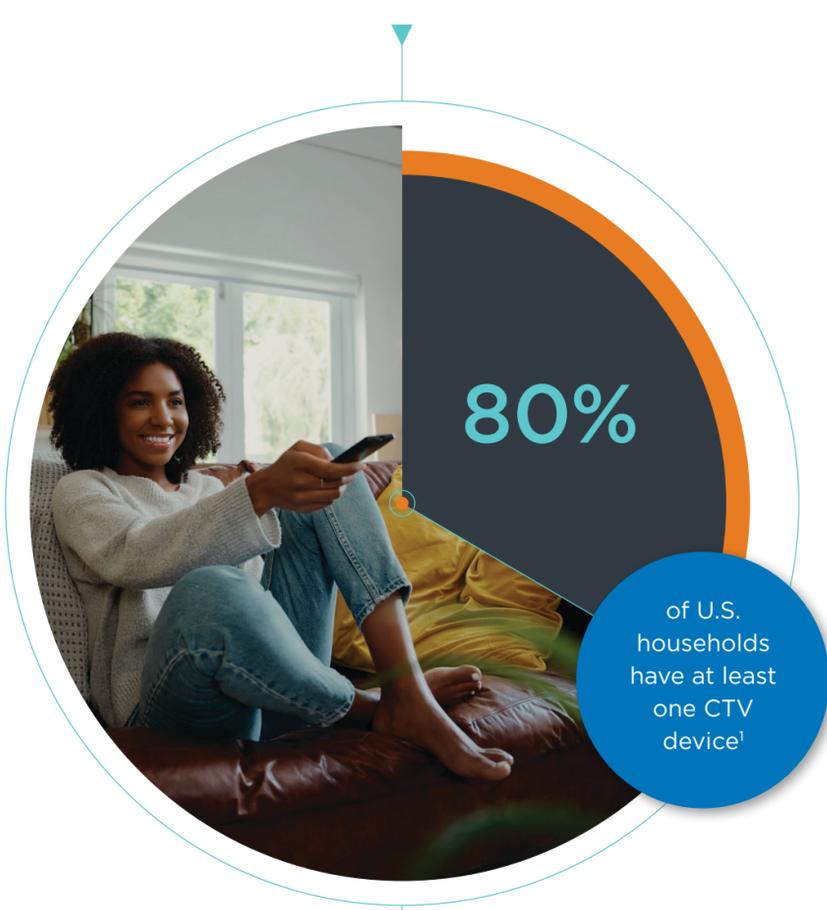


CONNECTED TV ISN'T JUST COOL, IT REALLY WORKS

Learn how CTV sparks connections, acquisitions and awareness for financial institutions

CTV REALLY GETS TO PEOPLE

With most viewers using streaming services, CTV offers financial institutions more opportunities to connect with customers and prospects



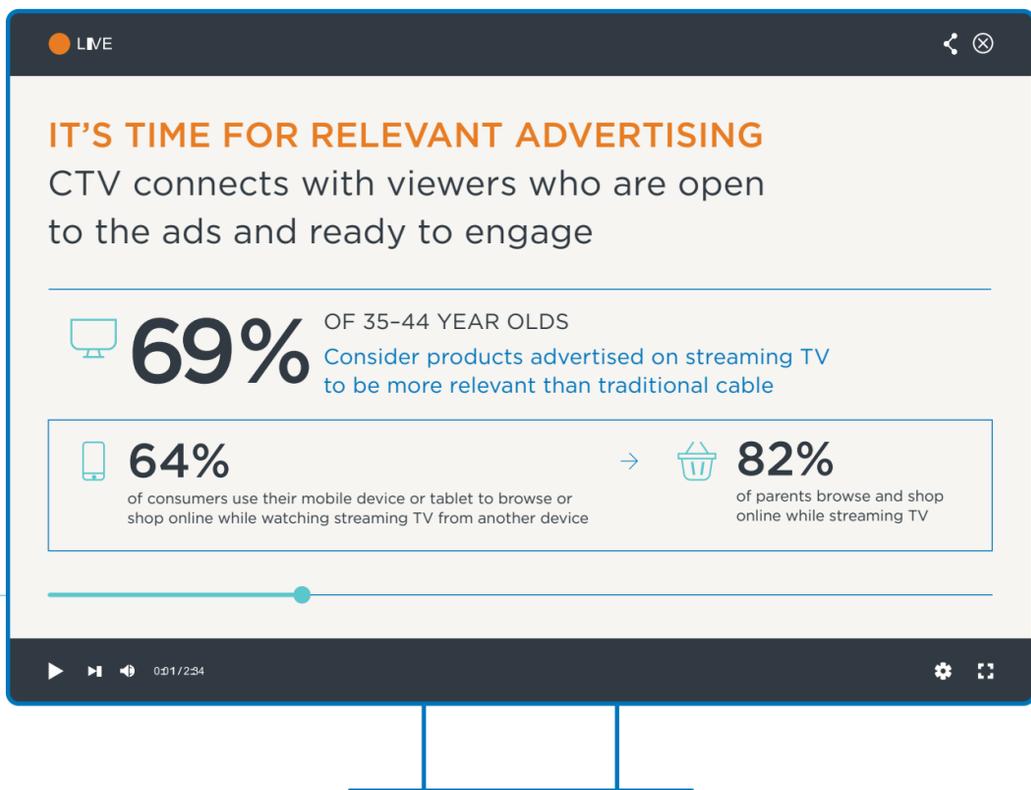
54%

ARE WILLING TO VIEW ADS IN STREAMING TV SERVICE FOR A LOWER SUBSCRIPTION COST

59% of 18-24 year olds

64% of 25-34 year olds

69% of 35-44 year olds



CREATE REAL ACTION

CTV SPARKS YOUR AUDIENCE TO LEARN MORE ABOUT YOUR INSTITUTION OR TAKE ADVANTAGE OF YOUR OFFERS



CTV is a growing trend with untapped potential for banks and credit unions. Learn more about the power of CTV in [Vericast's 2022 Financial Services TrendWatch report](#).