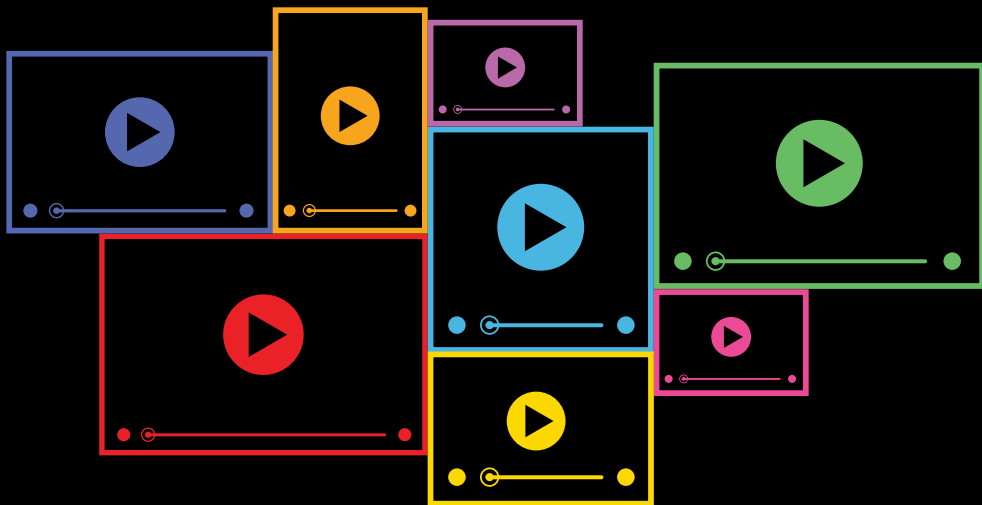# ABOUT US

With hundreds of millions of daily online users, and with online video's growing popularity, Video Marketing has become one of the most important advertising channels used today. Here at Mars.Video, we engage in a range of direct brand campaigns throughout the world, providing holistic, multi-channel distribution solutions.

Mars.Video's vast global reach and technological prowess assists agencies, advertisers, publishers and ad networks alike. Using BI tools combined with Viewability verification technologies, we offer efficient Cross-Platform solutions, covering all aspects of the video advertising spectrum.

MARS.VIDEO

ABOUT US

MARS**VIDEO**

GLOBAL REACH

~1.6B IMPRESSIONS	~80M IMPRESSIONS	~24M IMPRESSIONS	~18M IMPRESSIONS
~160M IMPRESSIONS	~60M IMPRESSIONS	~22M IMPRESSIONS	~12M IMPRESSIONS
~80M IMPRESSIONS	~50M IMPRESSIONS	~20M IMPRESSIONS	~2M IMPRESSIONS
~80M IMPRESSIONS	~40M IMPRESSIONS	~20M IMPRESSIONS	~1M IMPRESSIONS

▶ MARS.VIDEO

GLOBAL REACH

MARS.VIDEO

VIDEO DSP

Video advertising has become a driving force in the online ecosystem, and has the ability to shape trends, influence users' perception and drive engagement. Mars.Video DSP provides an efficient programmatic media buying solution for advertisers, agencies, and ad networks alike. Our platform gives you the key for unlocking premium inventory across all marketplaces, SSP's and publishers.

Our in-stream and in-banner inventory is made mostly of standard and interactive pre-roll formats, which are the most popular in the video advertising ecosystem. In-stream provides a high-end branding experience, with the video playing before, during or after content. In-banner, on the other hand, provides you with a customizable user-driven experience, giving you that massive scale and reach.
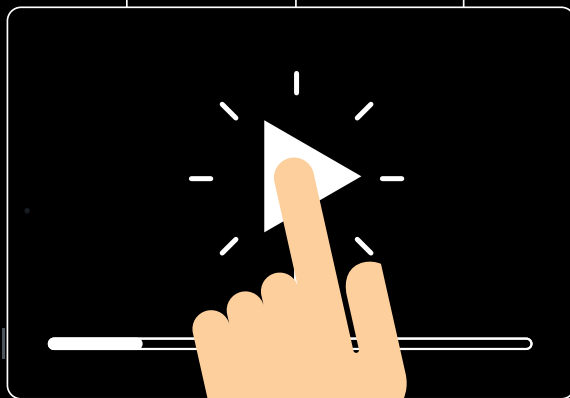
MARS.VIDEO

VIDEO DSP

80%

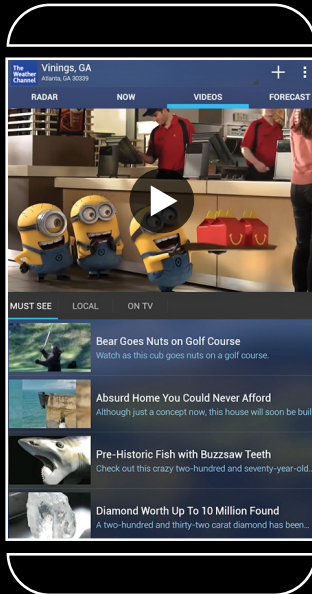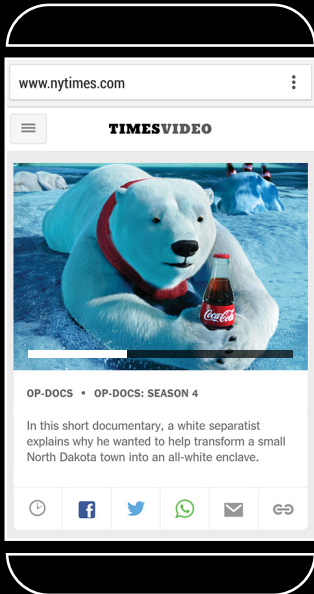MARS.VIDEO

MARSVIDEO

MOBILE VIDEO

Mars.video unique proprietary technology offers an advanced HTML5 mobile player solution that supports instant auto-play on any mobile device. We help publishers protect their mobile assets by using targeting and BI expertise that deliver the most relevant ads, supplying a safe, constant revenue from their sites and apps while maintaining a high quality user experience.

Mars.video uses a network of high quality sites from around the globe, across any major vertical in order to create brand engagement, reaching your targeted audience, drive leads and reach your KPIs. Our unique technology allows advertisers a distribution mobile video ads quickly & easily with a single HTML tag across our entire premium network and across all mobile platforms.

MARS.VIDEO

MOBILE VIDEO

MARS.VIDEO

OUR SOLUTIONS

MARS.VIDEO PROVIDES COMPREHENSIVE VIDEO ADVERTISING SOLUTIONS

AD-SERVER TECHNOLOGY
Reach your full video advertising potential with a unique proprietary cross platform video ad-server technology.

VIDEO RTB
Our proprietary real-time bidding system traffics billions of video auctions. Reach a precise audience, at the lowest possible cost.

CROSS – PLATFORM COMPATIBILITY
Run a single campaign across all supported devices and platforms.

BI ANALYTICS
Sophisticated BI analytic engine and machine learning helps you make reliable decisions and increase revenues.

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OUR SOLUTIONS

MARS.VIDEO

CONNECTED TV (CTV) ADVERTISING

Reach entire groups of TV viewers that traditional TV can't reach.

New ways for advertisers to reach target audiences - combining the impact of TV with the precision of digital.

Advertisers can now target, measure, and retarget TV-viewing households.

CTV

Roku

 tv

amazon
fireTV

chromecast

MARS.VIDEO

GETREEL

ADD PREMIUM VIDEO CONTENT TO YOUR WEBSITE FOR FREE & START EARNING

PREMIUM VIDEO CONTENT
All videos arrive daily from trusted media brands across popular verticals, providing a complete and simple to integrate content solution.

PREMIUM VIDEO MONETIZATION
GetReel provides access to the world's top high-spending buyers, such as unique agencies, DSP's and exchanges yielding maximum revenue for your inventory.
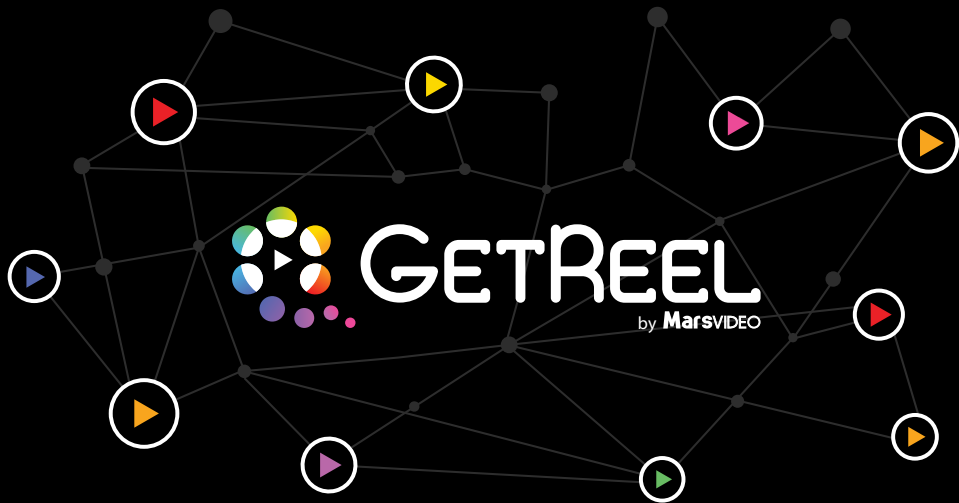
CUTTING EDGE TECHNOLOGY
GetReel provides a cross-platform state of the art video player solution combined with reporting and data through our BI analytics engine.

MARS.VIDEO

VIDEO PERSONALIZATION

AI VIDEO ENGAGEMENT SOLUTION - PERSONALIZE ANY VIDEO SITE AND APPLICATION

INSTANTLY BOOST VIDEO YIELD

AI technology analyze and presents viewers with personalized videos. Increase total views by over 50% and viewing time by over 100% and reduce bounce by over 25%.

PUBLISHER VIDEO DASHBOARD

A real-time video dashboard for better programming decisions.

RUNS ON ALL VIDEO PLATFORMS

Works with all leading video platforms and players on all OS platforms.

MARS.VIDEO

VIDEO PERSONALIZATION

HEARST
television

RTL
GROUP

HB Hubbard
BROADCASTING

COXMEDIA
GROUP

FOX
TV STATIONS
FOX TELEVISION STATIONS, INC.

CBS
LOCAL

▶ MARS.VIDEO

STRENGTH IN NUMBERS

ADVERTISERS
100+

BRANDS
50+

MONTHLY AD
OPPORTUNITIES
90 B

COMPLETION
RATE
~85%

DIRECT PUBLISHERS
& O&O SITES
600+

VIEWABILITY
PERCENTAGE
~80%

MARS.VIDEO

WITH HOPE FOR A FRUITFUL COOPERATION

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