Brandzooka

Advertising Made Easy

What is Brandzooka?

Brandzooka is a powerful, easy-to-use self-service digital advertising platform. In just a few simple steps, you can activate robust digital campaigns and reach your target audience wherever they are.

The Brandzooka platform provides access to millions of properties across Web, Mobile, Digital Audio, and Connected TV. With relationships across 200+ Data Providers combined with best-in-class support when you need it, we make it possible to deliver on your goals.

Your message is only as big as your network

Brandzooka connects you to audiences outside of Search + Social
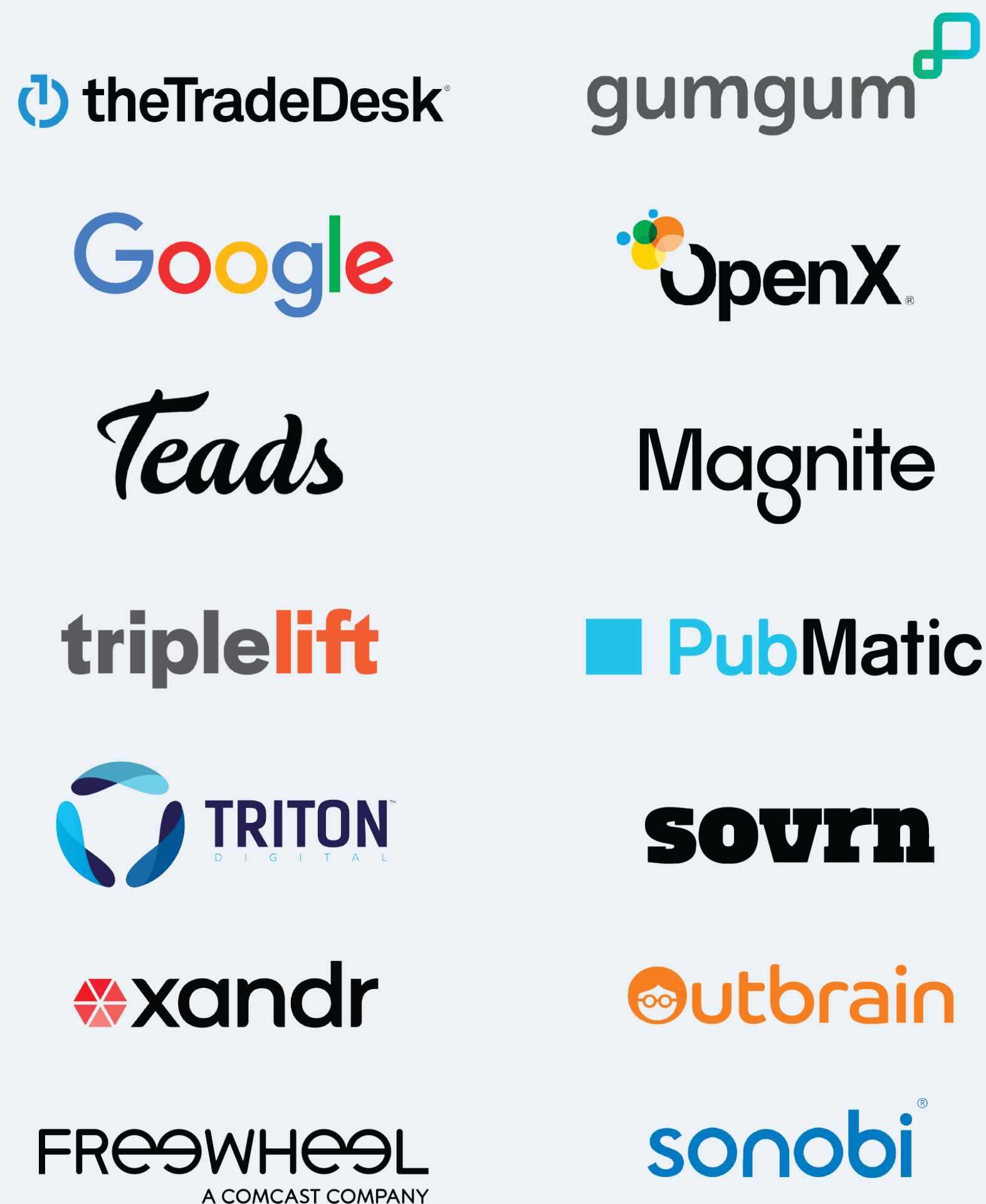
Access to 30+ Ad Networks

Welcome to the first programmatic platform that allows anyone to place their content across the world's best digital properties.
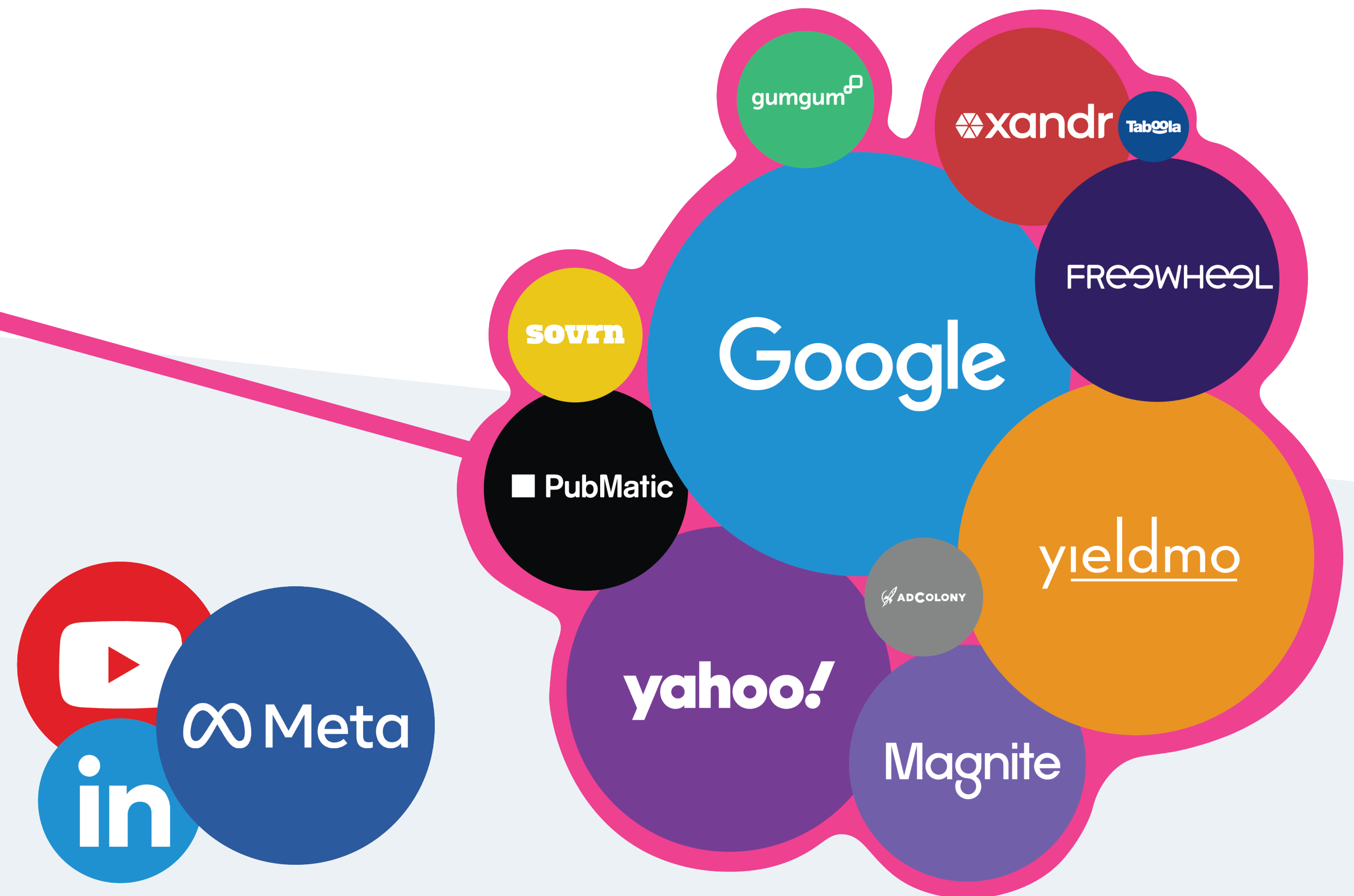
The most connected platform in TV & digital

Brandzooka has direct & priority access to the best advertising technology partners

theTradeDesk

gumgum

Google

OpenX

Teads

Magnite

triplelift

PubMatic

TRITON DIGITAL

sovrn

xandr

outbrain

FREEWHEEL
A COMCAST COMPANY

sonobi

92%
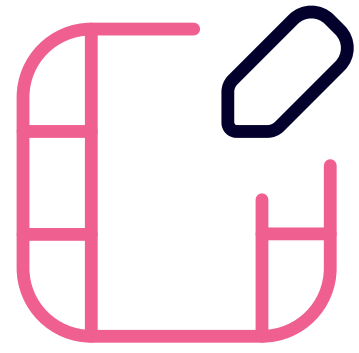Of web traffic can be targeted through our programmatic network

90%
Of the Comscore 200 digital publishers is accessible

150+
Publisher relationships

50K
Advertisers leverage Brandzooka worldwide

Brandzooka connects you to the future of media

Connected TV is a once-in-a-generation media opportunity for advertisers

183.5 MM
Households worldwide watch their favorite shows on connected screens

2.5
Average number of connected screens per US household

55.1 MM
Cord-cutters in the US alone

14.4%
Projected increase in streaming in 2023

peacock   hulu   pluto tv

Roku   A&E   max

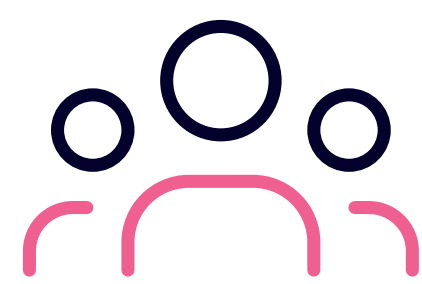ESPN   sling   tubi

DIRECTV   fubo tv   FOX

CNN   philo   AMC NETWORKS

Brandzooka targeting data partners

Brandzooka's pinpoint targeting leverages the best data management platforms

comscore

experian

ORACLE

lifesight

audigent

EPSILON

FOURSQUARE

ZEOTAP

LOTAME

adstra

neustar

exelate
A Nielsen Company

Nielsen

Fyllo

150+
DMP partners connected around the world.

4B
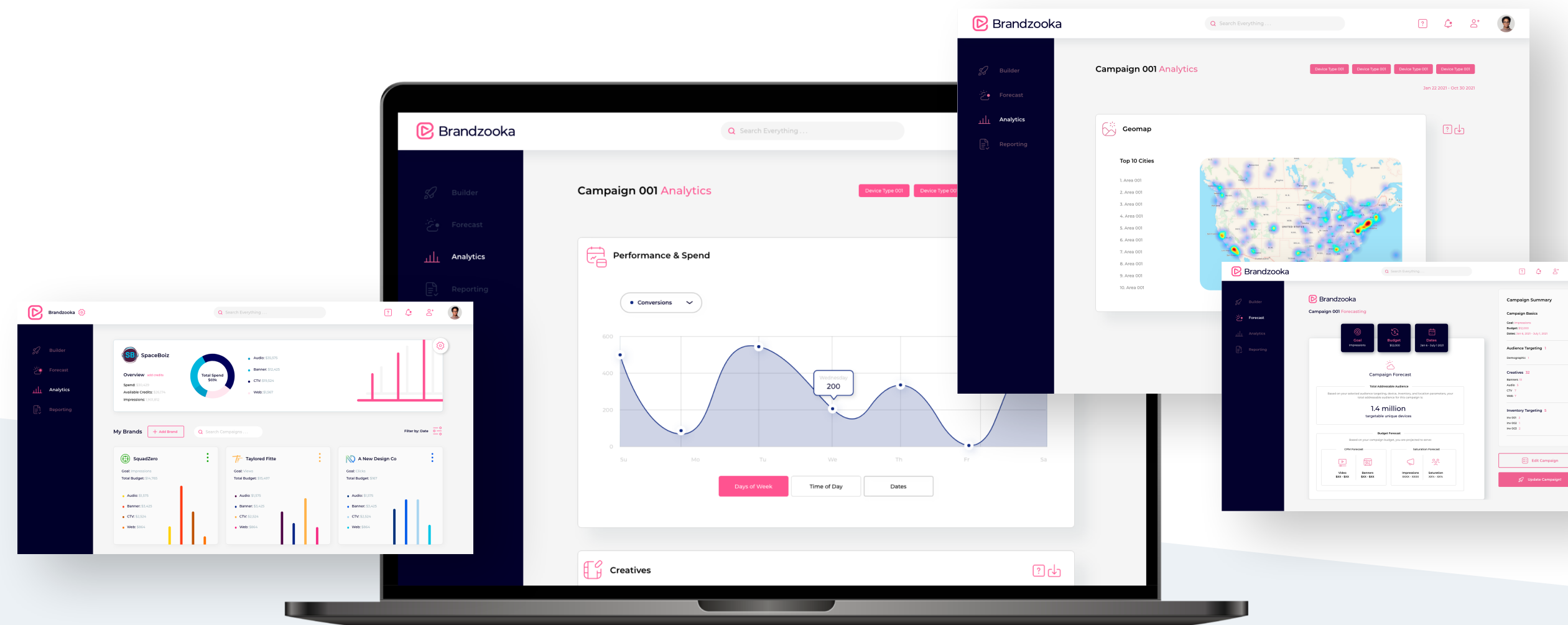Audience profiles leveraged around the world

30,000
Publishers, Data Owners, & Research companies

25,000+
Audience behavioral demo & psycho targeting segments

Platform Analytics & Reporting

Measure campaign metrics in real-time

Standard Metrics

- Spend
- CPM
- CTR
- Impressions
- Views
- Clicks
- CPA

Downloads

- Summary Reports
- Site Lists
- Channel Lists
- Real-time Analytics
- IP Address Tracking

Additional Metrics

- Device Type
- Placements
- Ad Networks/Platforms
- Time of Day
- Day of Week
- Geo-Heatmap
- Video Engagement

Additional Support

- Retargeting Pixels
- Audience Builder
- Cross-Device Attribution
- Conversion Reporting
- Dedicated Account Team

Brandzooka delivers
Finding your ideal consumers on the devices they're on has never been easier

Audience Targeting

- Demographic
- Psychographic
- Purchase + Intent
- Behavioral
- Household + Ethnic
- Retargeting Audiences
- 1st Party Data Audiences
- Lookalike Audiences

Device Type / Medium

- Web/Mobile/App Video
- Web/Mobile/App Display
- Connected TV
- Digital Audio

Timeline

- Campaign duration control
- Daily/Hourly/Flight Times
- Frequency of activation
- Auto recurrence enabled

Geo-targeting

- 110+ countries
- Regional targeting
- City-level targeting
- DMA targeting
- Postal & Zip

Political Targeting

- Political ideology
- Registered/ likely voters
- Congressional districts
- Legislative districts
- Donors
- Community involvement

Creative Asset Requirements

Recommended Specifications By Medium

Connected TV

- Resolution: 1080p or higher
- Length: 15, 30, 60 seconds
- Max File Size: 10GB
- File Type: mp4
- Bitrate Range: At least 1.5 mbps (Rec. 17 mbps - 30 mbps)

Web/Mobile Video

- Aspect ratio:
  - 16:9 (640x360 min., 1920x1080 rec.)
  - 4:3 (480x360 min, 640x480 rec.)
- Length: 15, 30, 60s
- File Types: Mp4 | Wmv
- Size: 60MB or less
- Min. Rec. Bitrate: 2500 kbps

Display

- Max File Size: 5mb
- File Types: GIF, JPEG, PNG
- Supported Sizes:
  - 160x600 (wide skyscraper)
  - 300x250 (medium rectangle)
  - 728x90 (leaderboard)
  - 300x600 (half-page ad)
  - 320x50 (mobile leaderboard)
  - 970x250 (billboard)

Audio

- File Types: .MP3, .M4A, .WAV
- Bitrate: 160 KBPS, Hosted .MP3 files should have a constant bitrate
- Spot Length: 15s, 30s
- Dimensions (Companion Banners):
  - 300 x 250 (for web)
  - 320 x 50 (for mobile)

Best Practices: Video Length
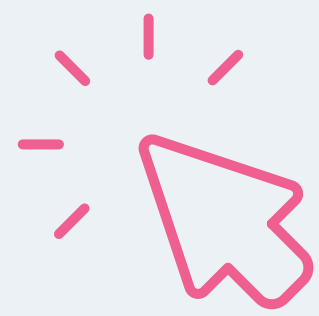
15 Seconds: Engagement

The shortest ad slot is a great way to quickly reach a large number of people and entice audiences to take action after your video.

30 Seconds: Awareness

Using a full 30-second video lets you get your brand message across clearly. It drives brand awareness through views and completions.

60 Seconds: Storytelling

A longer video is a storytelling opportunity. Dive into the mission of your brand, and how you're changing the world. It's important to use CTAs throughout a longer video.

What advertisers are saying about Brandzooka

"Brandzooka's platform blows our mind and makes our position as a brand's best asset more viable and sustainable."

- Fact & Fiction

"The transparency and clear-cut presentation of the results makes it much easier for our clients to understand the real benefits of using Brandzooka."

- Dentsu Aegis

WSJ
"Execute campaigns across the biggest sites"

Google
Customer Reviews
★★★★★

ADWEEK
"Find fans at all budget levels"

facebook
Customer Reviews
★★★★★

NBC
"Democratizing digital marketing"

Brandzooka

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or book a meeting with us