

Connected TV Ad Placement

With Preferred Hotel & Resorts

How it works

Connected TV (CTV) delivers in-stream video advertising on broadcast quality content through an internet-connected device to the biggest screen in the household, the TV. Use video ads featured during commercial breaks in streaming or video-on-demand content, on large/shared screens, to build awareness and drive engagement.

We are using 1st Party Online Tags and Integration, allowing for optimal personalization with feed-based QR codes.

Premium Inventory



QR Codes

- QR codes create a seamless experience by allowing viewers to quickly access additional content on their smartphone or tablet.
- Give users enough time to scan by keeping the QR code visible for the duration of the ad

**Limited slots available, once these are sold out no more can be offered.*

**Hotels cannot use I Prefer points or The Marketplace credit to fund this purchase*

