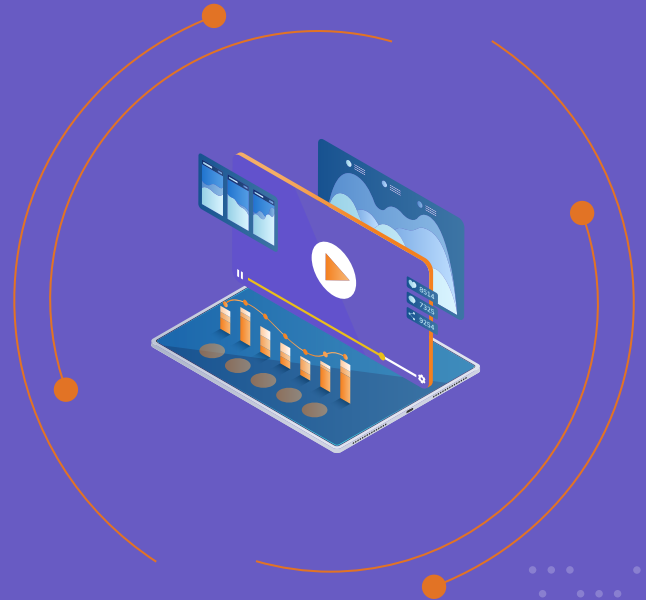**[24]7.ai**

[24]7 Target Video Ads

Deliver High Impact Hyper-personalized
Video Ads that Connect and Convert

Create dynamic and hyper-personalized Video experiences based on thousands of contextual data signals such as user behavior, demographics, or context.

27x
More click throughs on online video ads than standard banners

Highlights

Accelerate Sales

Improve click-through rates (CTR) and achieve higher conversion rates, leading to increased revenue and ROI.

Drive Store Traffic

Capture customer interests and increase store visits through tailored video ads that include location-based incentives and clear CTAs.

Increase Customer Loyalty and Acquisition

Resonate with your audience by delivering relevant and timely content, and build stronger connections with your customers.

Features

Intent-driven Customer Journey:
Build better connections based on actual customer behavior—not just third-party data

Dynamic Creative Optimization:
Leverage AI to serve the most appropriate and high performing creatives

One Ad, Multiple Variations:
Customize and create thousands of dynamic videos with a single base video asset

Reporting and Analytics:
Obtain a clear line of sight into campaign performance, to analyze and optimize actions

Device Compatibility:
Extend your reach to a wider audience who access Target Video ads easily on their smartphones and tablets

Integrations:
Leverage APIs/SDKs to build native and custom integrations with key players in the ecosystem

Custom Frames:

Personalize digital experience through use of custom frames that match with users interests and behaviors

Persona 1 ⛅

V1 V6 V4

Persona 2 🧠


V2 V6 V5

Persona 3 📅

V3 V6 V5
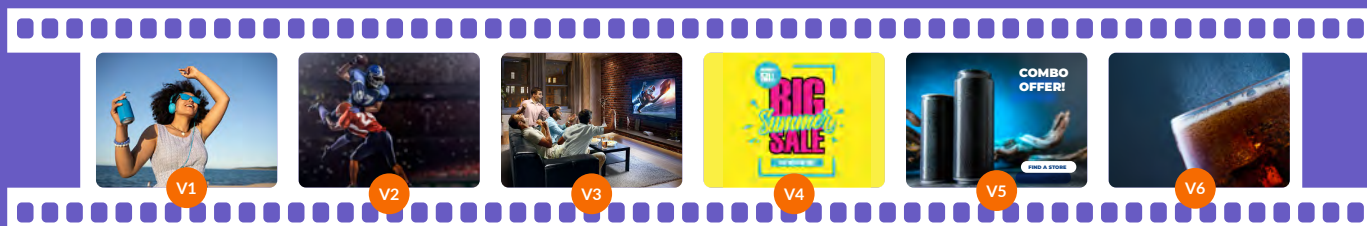
Delivering Relevance Based on Data Signals

[24]7 Target delivers precise, contextual, and personalized Video Ads in real-time, based on various data signals including user demographics, browsing history, location, time of day, and even weather conditions. As a result, each viewer is presented with a video ad that feels tailor-made, aligning perfectly with their interests, needs, and preferences.
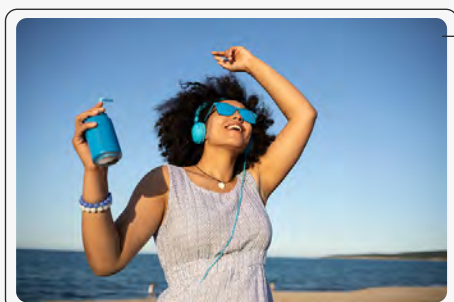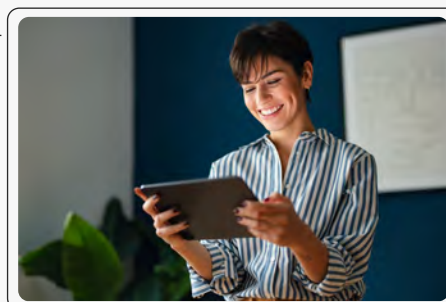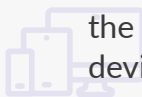

Location

Increases ad relevance and engagement for local viewers by incorporating elements like local landmarks, restaurant specials or nearby store discounts
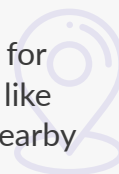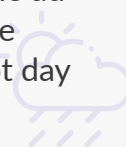

Device

Adapts to different devices, optimizing both video format and content, ensuring the best look and performance across devices

Weather

Leverages weather data to create multiple ad versions based on current conditions, like cold beverages or summer outfit on a hot day

Time of Day

Changes messaging based on time of day, like featuring breakfast items in the morning

User History

Showcases product and service recommendations based on user's past interactions

Events

Tailors content to specific events like sports or festivals, through the inclusion of logos, thematic colors, and references

High Impact Hyper Personalized Video Ads That Increase:

Conversion Rates

Return on Investment (ROI)

Click-Through Rates (CTR)

Return on Ad Spend (ROAS)

About [24]7.ai

[24]7.ai is redefining how artificial intelligence, human insight, and deep vertical expertise can produce personalized, satisfying customer experiences across all channels. Our advanced conversational AI platform predicts consumer intent and creates frictionless interactions that help the world's largest and most recognizable brands to strengthen customer relationships and increase brand loyalty. With more than two decades of contact center operations expertise, [24]7.ai empowers companies to deliver natural, consistent conversations that increase customer satisfaction while lowering costs.