

Teads

L'alchimia tra creatività e innovazione:
la case history di Boehringer
verso nuove frontiere omnicanali



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advertisers with granular capabilities for brand safety and brand suitability. We work with many of the most demanding brands in the world to ensure the integrity of their brand is not compromised.

ADVERTISING

Elimina Pulci e zecche

Effective targeting in the cookieless era.

Welcome to the future. Teads has the capabilities to leverage advanced targeting and consistency.



ADVERTISING

FRONTLINE

TRI-ACT CAN



Riduce il rischio di trasmissione della **Leishmaniosi**. Azione **insetticida** e **repellente** contro i pappataci.

 ZECCHÉ	 PULCI	 ZANZARE
 PAPPATACI	 MOSCHE CAVALLINE	

Scopri di più

È UN MEDICINALE VETERINARIO. LEGGERE ATTENTAMENTE IL FOGLIO ILLUSTRATIVO. Tenere fuori dalla portata dei bambini e usare particolare attenzione finché il sito di applicazione non sia asciutto. Non utilizzare nei cuccioli di età inferiore alle 9 settimane e di peso inferiore a quello indicato per ogni confezione. Per cani oltre 10 kg di peso il medicinale veterinario non deve essere somministrato da donne in gravidanza o che sospettano di esserlo. Le donne in età fertile devono usare guanti quando lo manipolano. Non usare nei gatti e nei conigli. L'uso scorretto può essere nocivo, chiedi consiglio al tuo veterinario. Aut. Pub. 156-VET-2023

Effective targeting at scale in the

compromised.

ADVERTISING

FRONTLINE

TRI-ACT CAN



ale in the

privacy.

kieles

Challenge

Precision



Scale



Omnichannel



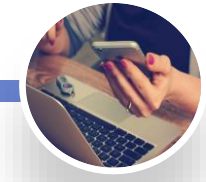
Teads & Boehringer Strategy



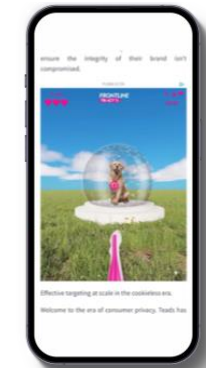
7:00 AM - Home



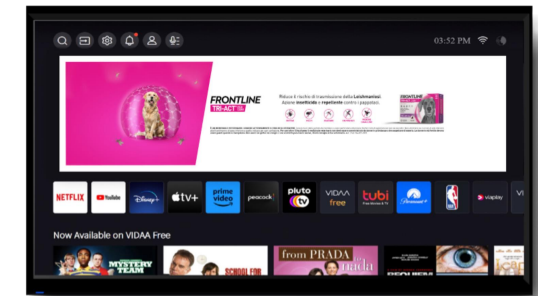
10:30 AM - Office



19:30 PM - Home

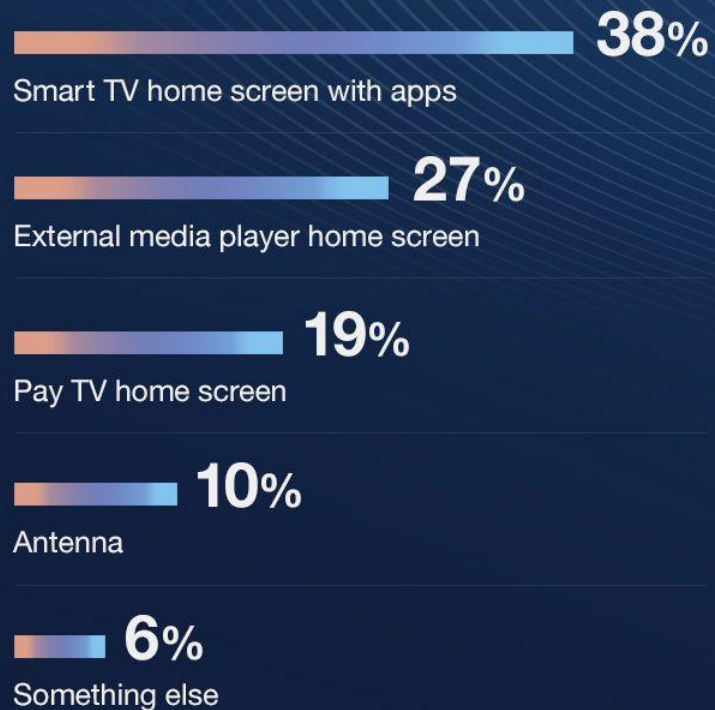


9:00 PM - Home



Teads

What's the first thing you see when you turn on the TV?



Source: Hub entertainment research.



Capture Viewer First Impression with High-Impact Placements



Creative optimization



High-impact formats on the biggest screen at home



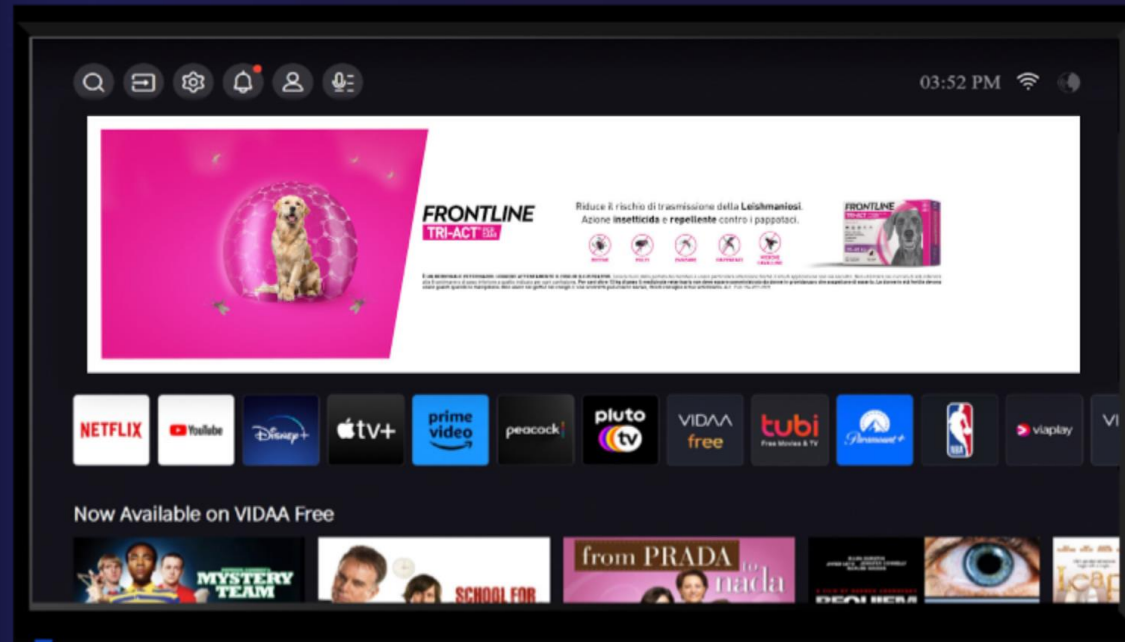
Single Image
From 1 to 5 images & Video

Teads

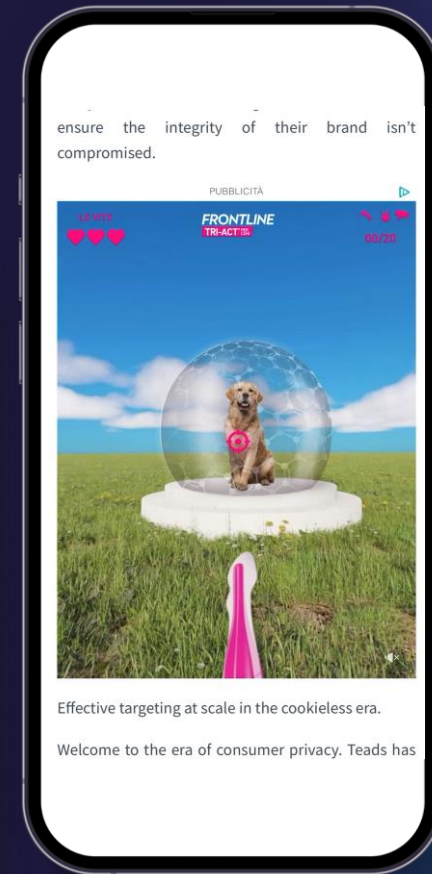
We reached users with high catching formats



Digital



CTV



Digital

Maximum performance with a single gateway: Teads Ad Manager



**Efficiency &
Effectiveness**



**Strategic
Benefits**



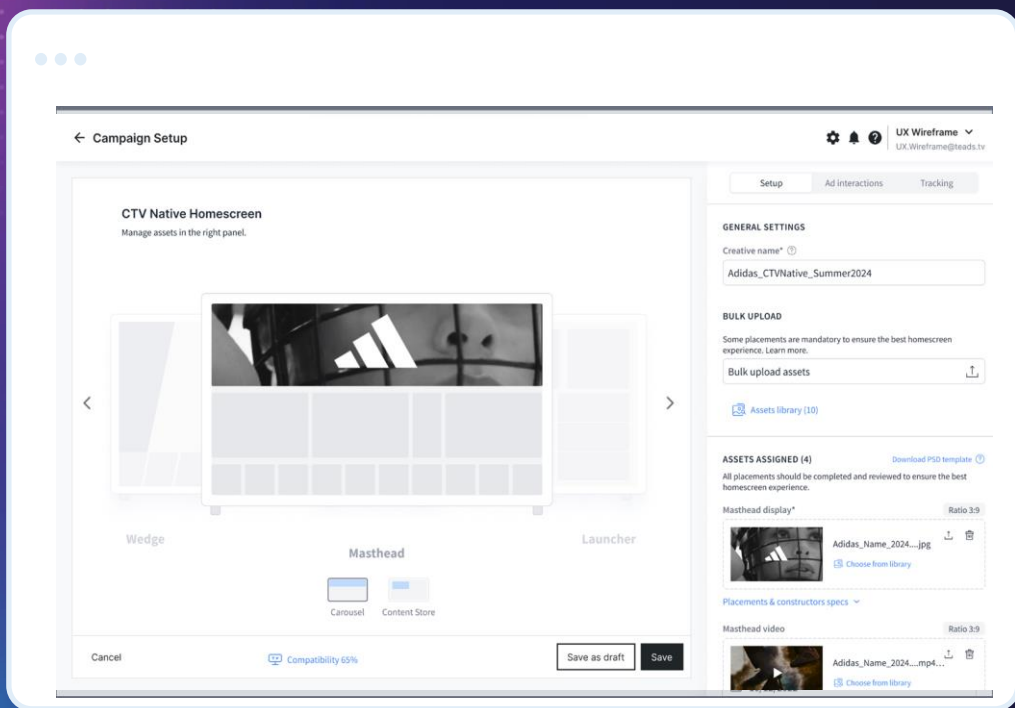
**Responsible
Advertising**



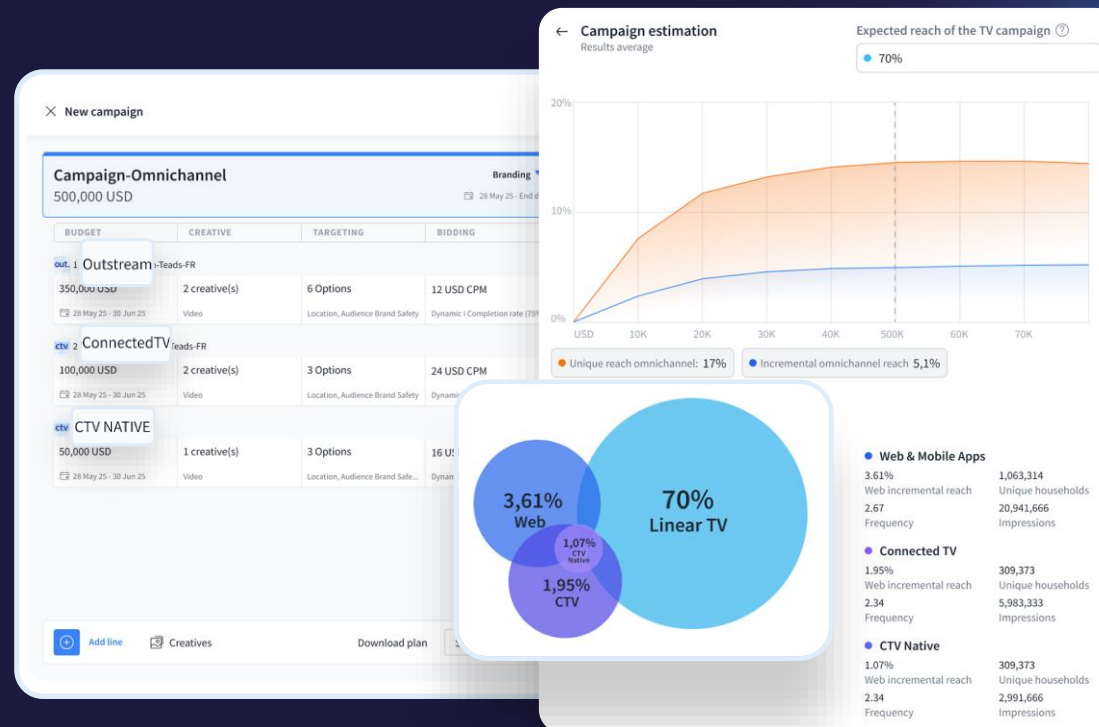
Innovation

Teads: Where are we going

CTV Native Integration on TAM



Omnichannel Incremental Reach Efficiency



Boehringer Ingelheim Animal Health: Where are we going



Innovation

Omnichannel

Measurement



Teads

Thank you