



As the leader in local OTT advertising, Gamut TOTAL® helps advertisers find, target and engage with local OTT audiences in every DMA

Our OTT experts use premium inventory and data driven targeting capabilities to build brand campaigns that redefine smart video strategy.

TOTAL AUDIENCE

- We cultivate and curate the right audience for your campaign objectives. It's about eyeballs – the right eyeballs.

TOTAL DATA

- We will help you target relevant, engaged audiences using Geographic, Demographic, Behavioral, and Conxtetual data.

TOTAL REACH

- Premium publisher relationships mean guaranteed premium inventory.
- Unprecedented coverage in local markets at national scale means local engagement coast to coast.
- Reaching uniques with fewer frequency caps.

TOTAL TRANSPARENCY

- True line of sight into reporting – message, device, publisher – delivered.
- Real-time performance & optimization.
- Integration with Strata & MediaOcean.

TOTAL EXPERTISE

- Robust team of in-house experts in Insights, Planning, Analytics, Data & Video Strategy.



Brand Adjacency to Prime Content



Guaranteed Quality Impressions



Quality Content from Premium Publishers



Cross-Device Targeting across Desktop, Mobile, Tablet, OTT, and CTV



Scalability and Reach



Brand-Safe Content



Exclusive 1st-Party Data

Our expertise and relationships allow us to deliver local strategies at national scale.

Get Smart OTT at www.gamut.media