

Pre-Roll

Capture Attention

Pre-roll refers to video advertisements that **play in-stream before a viewer's chosen video** content begins, making them ideal for capturing initial attention, building awareness, and establishing brand presence.

Drive Ad Recall

Pre-roll video ads are designed to be highly engaging and visually compelling, often incorporating persuasive storytelling techniques to engage viewers, create an emotional connection, and **leave a lasting impression**.

A Powerful Medium

95% Viewers retain 95% of a message when they watch it in a video compared to 10% when reading in text

92% Of marketers view video as an important part of their overall strategy, up from 88% in 2024

82% Of all consumer internet traffic will come from online video by 2025

Sample DSP Partners

 theTradeDesk®

 ZETA

VIANT.

Find Your Audience

- Leverage Q1Media's established connections and experience with leading DSPs for **unmatched scale, inventory quality, and flexibility**.
- Activate **first-party, third-party, and location-based targeting solutions** to discover and reach your most valuable audiences with confidence.
- Implement **custom and lookalike audiences** to drive ad relevancy and extend reach.

Make Data-Driven Decisions

Pre-roll provides clear metrics for success, including video completion rates, click-through rates, or conversion attribution, to better **understand viewer behavior**, inform creative approaches, and optimize targeting strategies.