



# CONTENT DISTRIBUTION

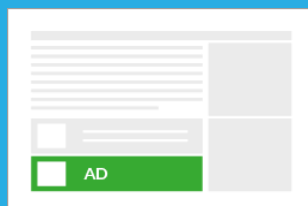
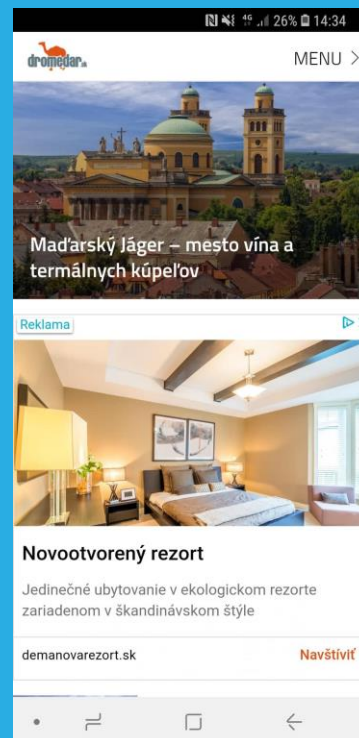
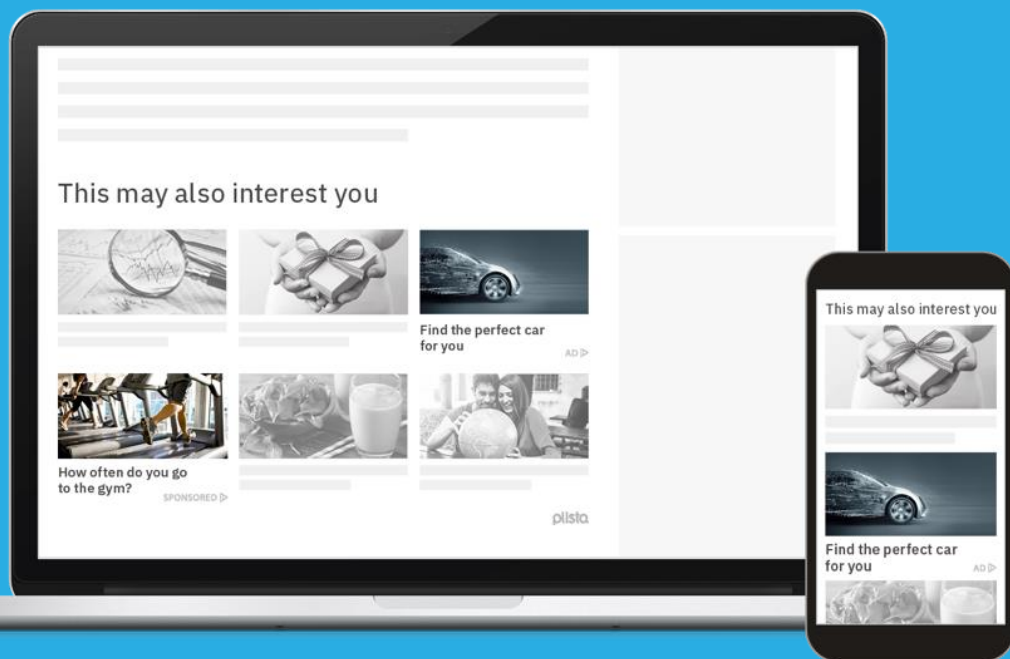


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# PLISTA NATIVE

Guaranteed  
spread of  
content



Native  
Recommendation Ads



## Description

Native format located Below the article. Usually as a part of a widget. Can be targeted to specific audiences based on profile, interest, demographic, geo, keywords or lookalike audiences



## Format

Native Article



## KPI

Reach in audience segment

Frequency in audience segment



## Pricing model

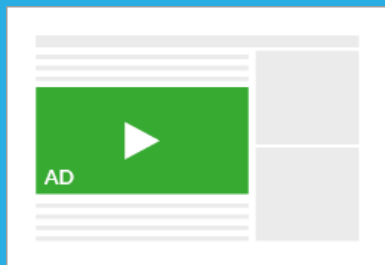
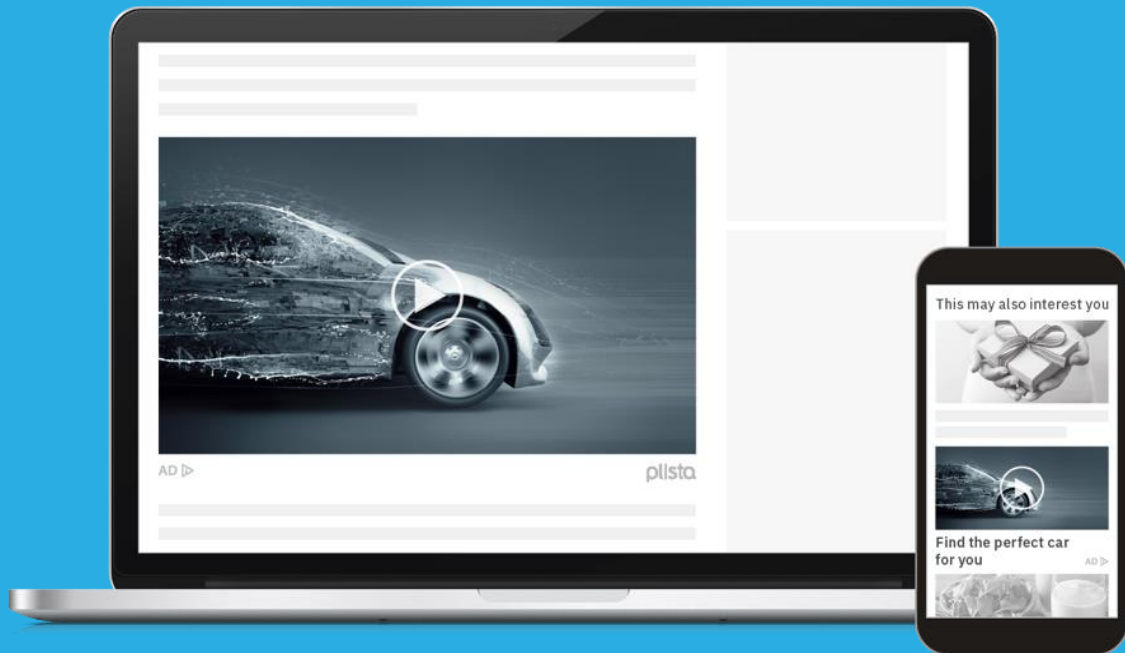
CPC



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# PLISTA VIDEO



Native  
Outstream Ads

Video in  
native  
placements



## Description

Native video format in article that can be targeted to specific audiences based on profile, interest, demographic, geo, keywords or lookalike audiences



## Format

Native Outstream Video



## KPI

Reach in audience segment

Frequency in audience segment



## Pricing model

CPM



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