



Making Streaming TV Advertising
as big as Search & Social

Series B Investor Deck

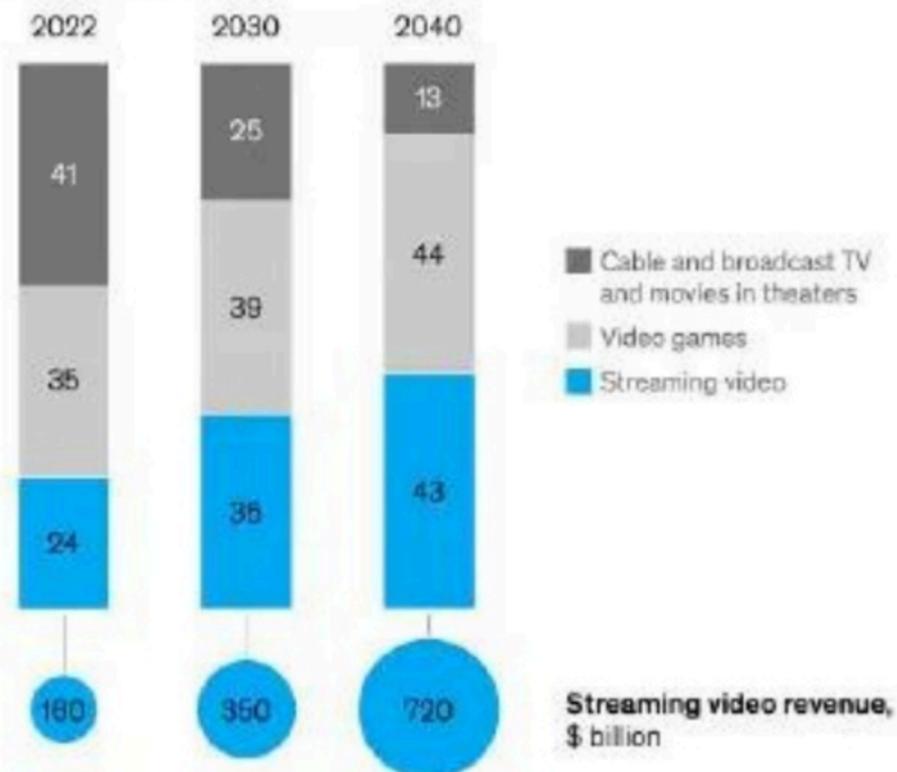
The Streaming TV Revolution is changing Digital Advertising...



McKinsey
Global Institute

Streaming video could grow to 43 percent of consumer entertainment spending by 2040, up from 24 percent in 2022 .

Revenue share among video entertainment industry segments, middle estimate scenario, %



Source: WW Revenue, McKinsey

Streaming TV fast becoming a performance channel like search & social.

Scalable

111M US Households (more than Instagram)

Targetable

Behavioural & In-Market

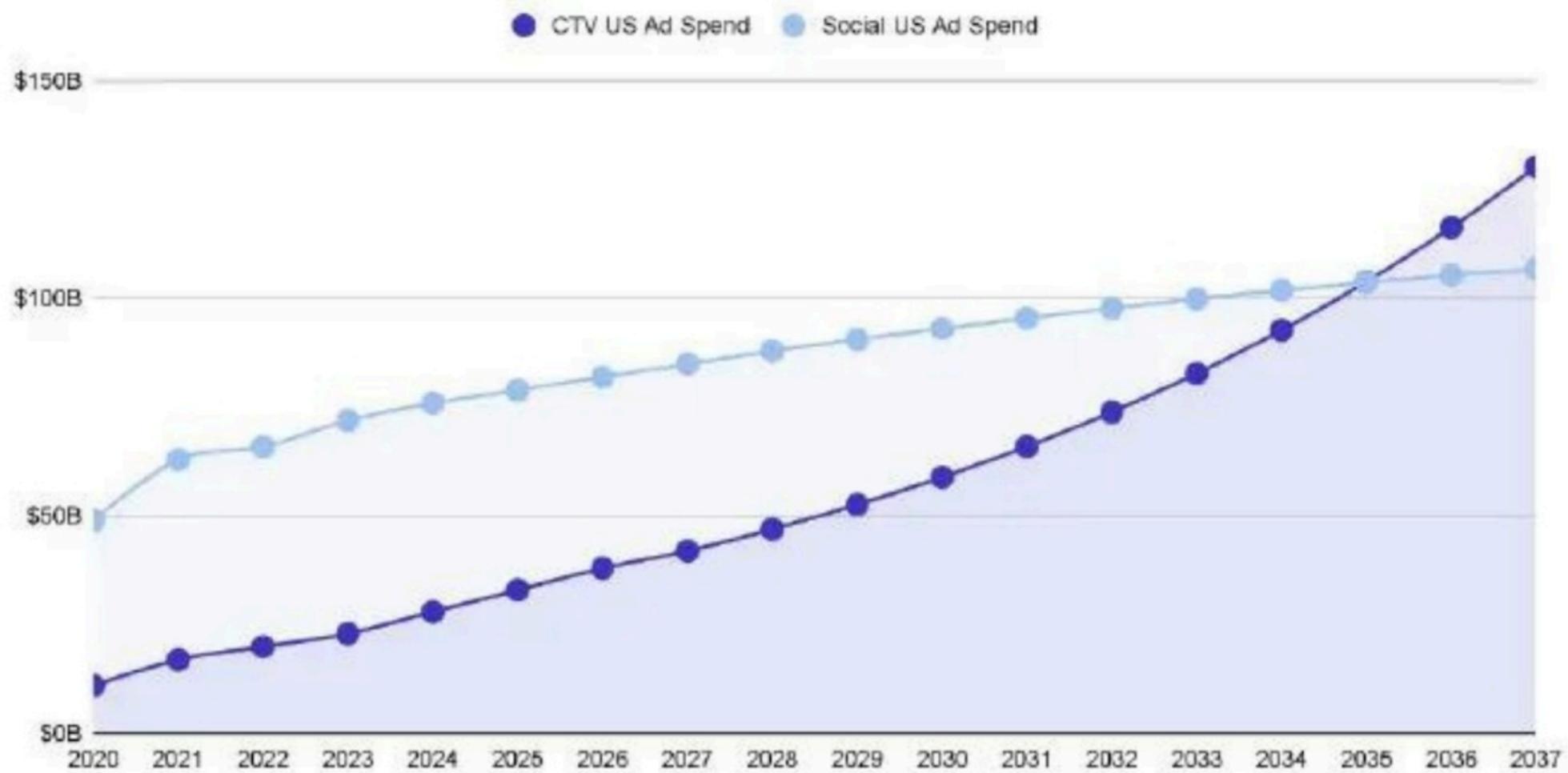
Measurable

Measure ROI & Incrementality

... and it could become as big as Search & Social...



As Social growth keeps slowing down and CTV growth is sustained thanks to SMB Ad Spend, CTV could surpass Social Ad Spend by 2035

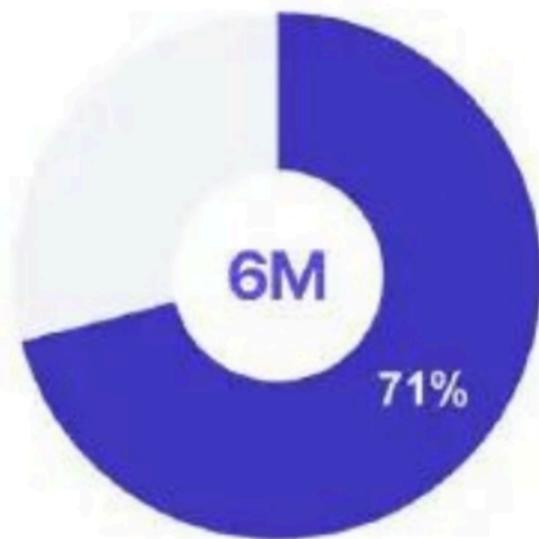


Source: Statista & extrapolated data beyond 2028

... with SMBs as the key driver of growth.

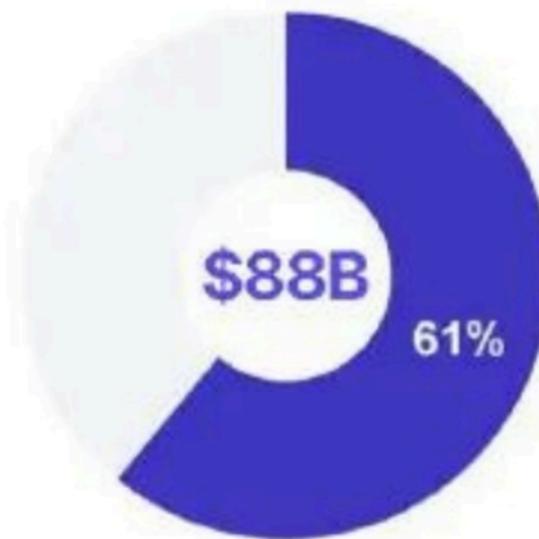


SMB Advertisers



Meta

SMB Ad Revenue



Why do markets love SMB advertising?

- High uncompressed margins
- Repeat Revenue
- Massive scale

SMBs are performance marketers of all sizes



looking for new scalable channels like Streaming TV

Meta

Owns SMBs

\$1.6T

+37% Last 12 months

theTradeDesk

Owns F500

\$39B

-19% Last 12 months

Vibe is the Streaming TV Ad Platform SMBs want



CTV Pure Player

Turn-key & Self Service

AI Powered

One-Stop Shop

ROI Measurable

Integrated

Product Tour



The screenshot displays the Vibe advertising platform interface for creating a "Demo campaign". The interface is divided into several sections:

- Left Sidebar:** Contains a progress indicator with three steps: 01 CAMPAIGN (Set your campaign), 02 STRATEGY (Set your strategies), and 03 SUMMARY (Review your campaign). The current step is 02 STRATEGY.
- Top Center:** Shows "You are creating Demo campaign" and a "Save" button.
- Inventory Section:** Features a search bar for channels and a list of available channels. A large play button overlay is centered over this section with the text "Click to play".
- Right Panel:** Displays a "Strategy Estimate" section, including a weekly audience size range (16.61M - 29.3M) and a bar chart comparing weekly and daily budget results.

Channel	Reach
Vibe's Performance Network	39.6M
Samsung TV Plus	37.4M
Roku Channel	34.7M
Tubi	34M
Pearck	30.6M
Puro TV	28.3M
WatchFree+	15.8M
Tubi Life	13.9M
CBS Sports Stream & Watch Live	13.9M
Warner Bros Discovery Network	13.9M

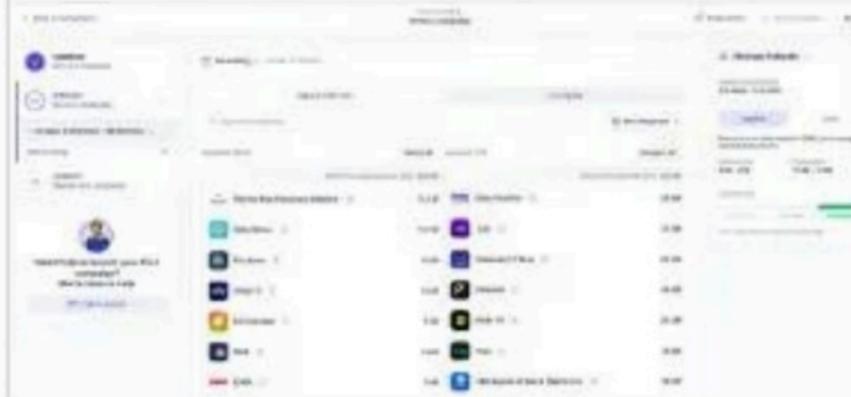
We are leading the category



Used by 5,000+ Businesses



Product-First DNA



Recognized by Experts



20+ Supply Partnerships

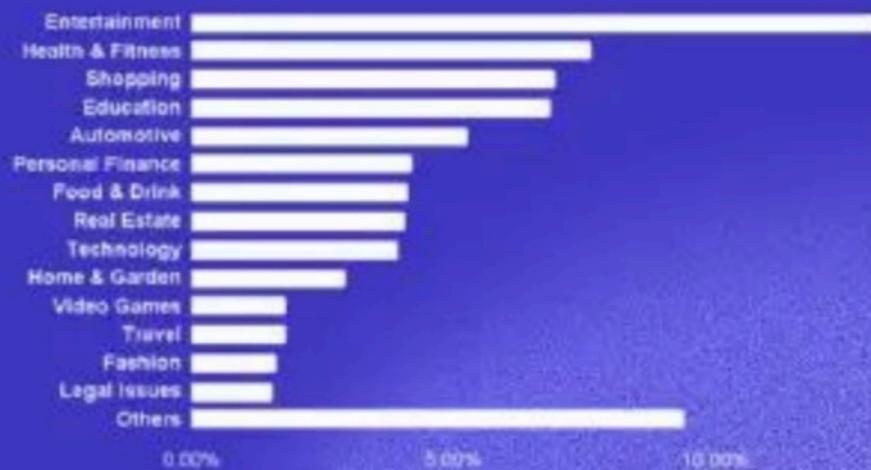


Founded in 2022
AdTech & Product Founders
40+ Product & Engineering
60+ Platform Experts
PLG GTM
AI Native

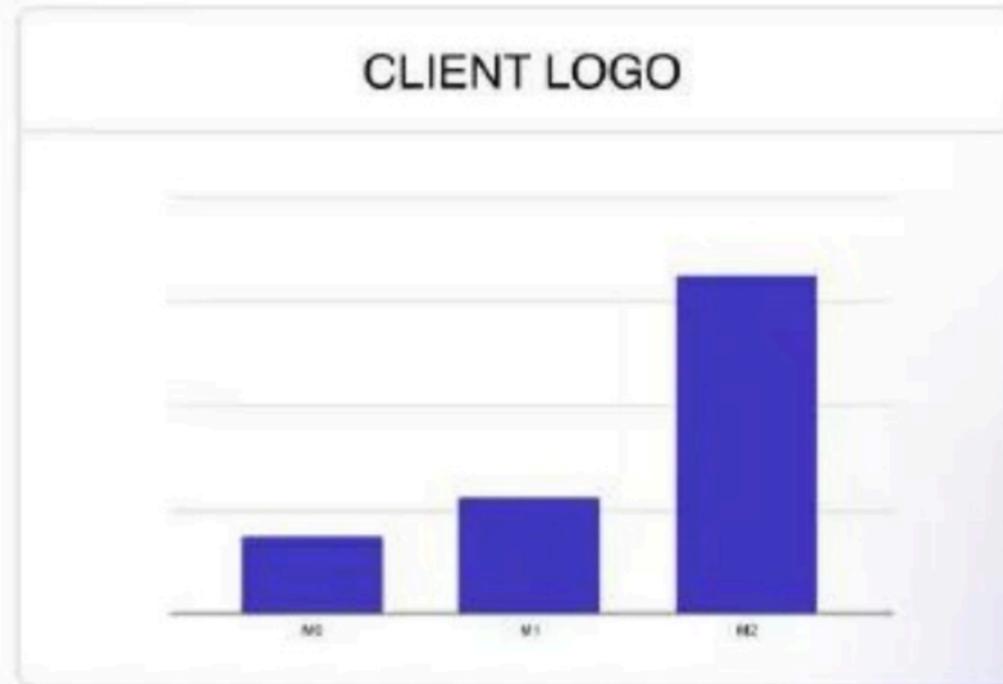
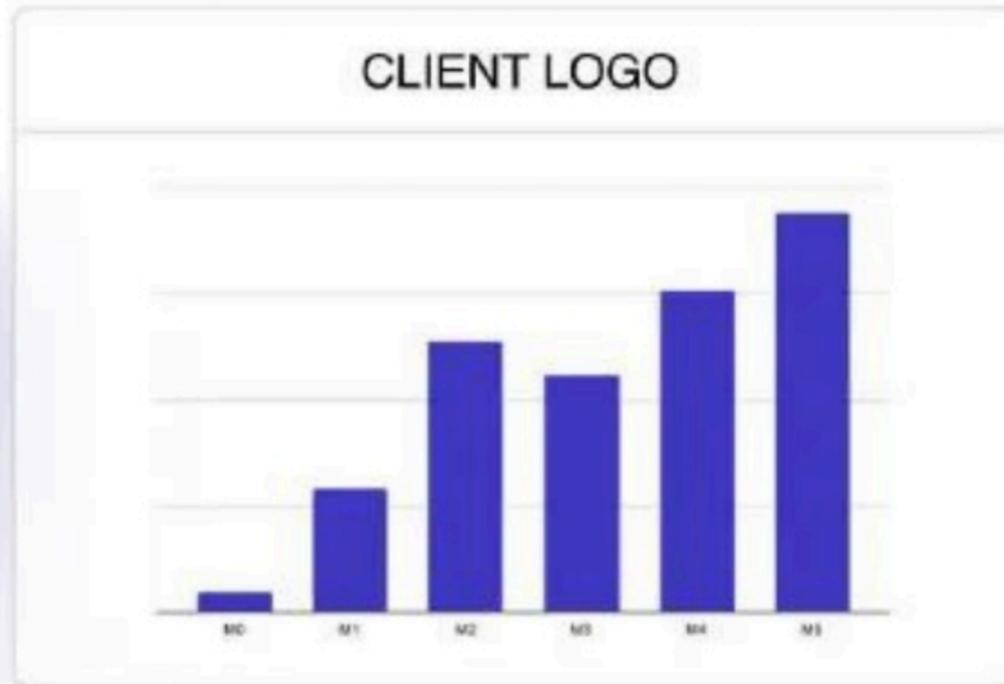
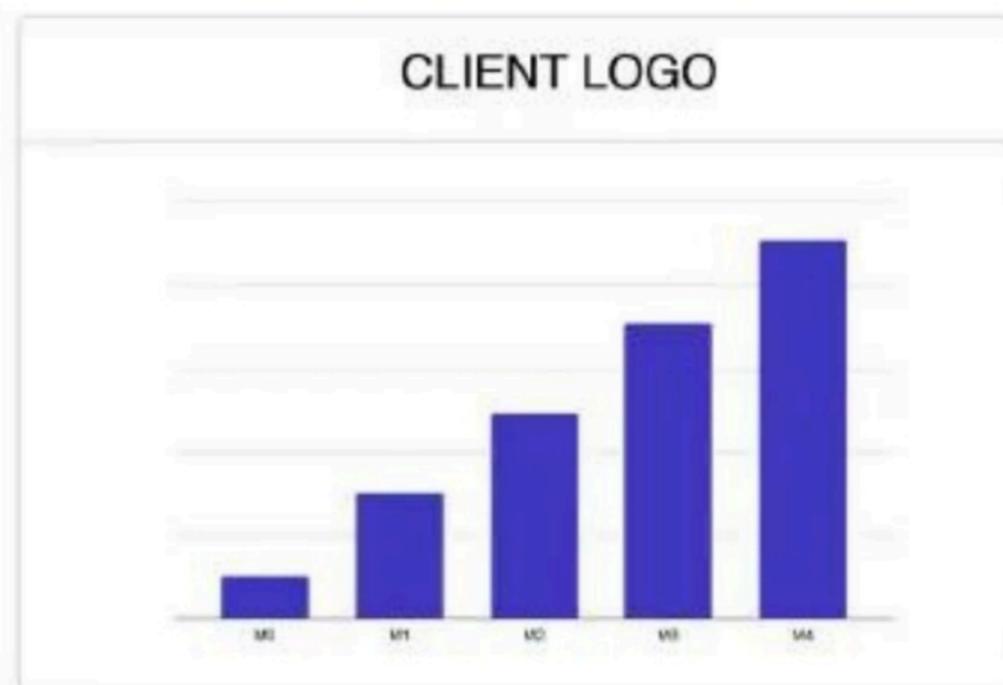
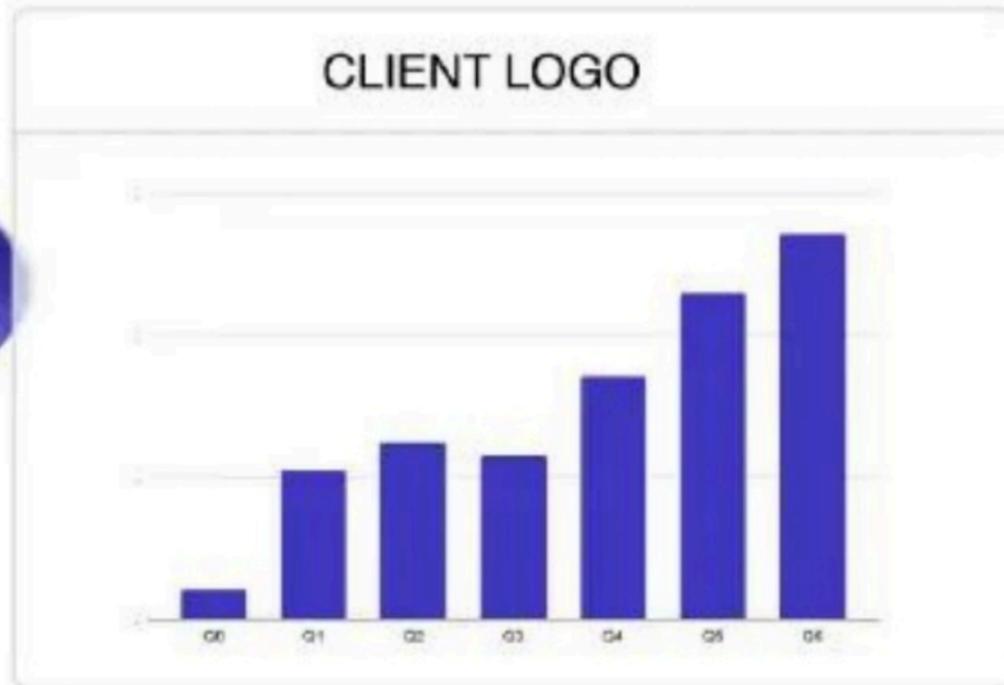
Loved by our users



Serving 5,000 clients of all sizes & industries



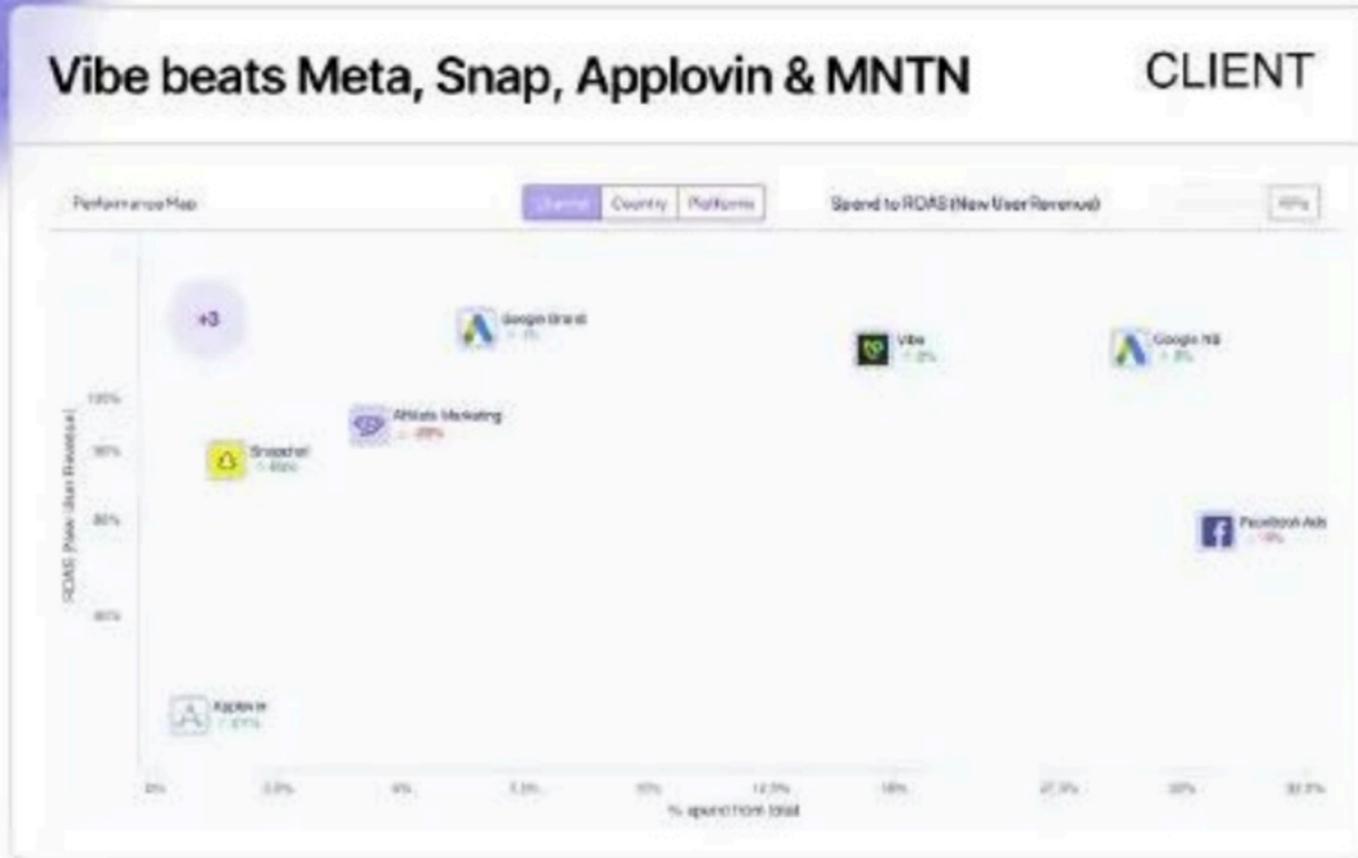
As Advertisers find success with Vibe, they scale their budgets...



... thanks to demonstrable ROAS & Incrementality



CLIENT LOGO	CLIENT QUOTE
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Mike K.
Small Business (50 or fewer emp.)
Validated Reviewer Review source: Organic

★★★★★
"Only Way Left To Get ROI On TV Ads"

Elana G.
Chief Growth Officer
Mid-Market (51-200 emp.)
Validated Reviewer Verified Current User Review source: Organic

★★★★★
"Super Efficient Platform, Great ROAS, Incredible Service"

Erik E.
Marketing PM
Mid-Market (51-200 emp.)
Validated Reviewer Verified Current User Review source: Organic

★★★★★ Jun 12, 2024
"Lift In Returning Web Visitors"

We love our clients, and we love telling their stories



Customer Story

Car Dealership - Herb Jones



Customer Story

eCommerce - Branded Bills



Built by experienced AdTech & Product-led Founders



Founders



Arthur Querou
CEO & Co-founder



Co-founder
1M DAU
Acquired



Co-founder
YC W14
Acquired by Adikteev



Co-founders
\$5M EBITDA
Acquired by Seedtag



\$30M Raised



Franck Tetzlaff
CTO & Co-founder



Co-founder
Acquired by Perion



\$6.4B
valuation
Co-founder



Team

120+

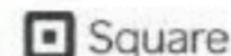
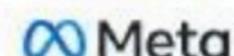
Global FTE

40+

Tech & Engineering

60+

Streaming TV Experts



Advisors & Investors



Ari Paparo
Board Member
Prev Founder of Beeswax



Benjamin Antier
Board Member
Prev Founder of Publica



Florian Bressand
Advisor
Prev Mirakl, Mistral AI, McKinsey



Nik Storonsky
Investor (QuantumLight)
CEO of Revolut

