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**SeenThis** is a creative technology company offering innovative, streaming solutions for digital advertising and content. SeenThis transforms digital advertising by streaming HD quality video and content via display without file size restrictions.

This works from a performance, cost and sustainability standpoint and enables agencies, advertisers, publishers and ad-tech clients to create a scalable, cost-effective and sustainable video in display.

Benefits of streaming include:

* **Instant loading** yielding higher Video completion rates
* **Cost reductions** achieved by diverting video into Display ecosystem
* **Lowering carbon footprint** driven by proved Data reduction occurring during streaming in comparison to legacy video solutions.

Streaming uses c.40% **less data** than current video download technology, so if you are focussed on **ESG**, streaming is a way to lower your carbon footprint.
SeenThis white paper with data reduction research can be downloaded here: https://seenthis.co/insights/pressrelease/how-to-reduce-co2-emission

Furthermore, SeenThis offers full, in-house service to prepare client’s creatives for streaming which are fully compatible and certified with all major Ad Servers. We also offer all-inclusive creative solutions to develop special formats, to further align to campaign objectives.

**Speed + Creative = Performance**