

ONLINE ADVERTISING

Addressable TV

Addressable TV is one of the fastest-growing advertising channels in the Netherlands, Belgium and Germany, and Spalder Advertising is at the forefront of applying it to the travel market. By combining the impact of television with the precision of digital targeting, we create data-driven campaigns that let travel brands appear on the big screen — tailored to specific audiences, regions and travel interests.

WHY CHOOSE ADDRESSABLE TV

- Specialist knowledge of Addressable TV within the travel and leisure sector
- Precise targeting based on household data, location and audience profiles
- Strong regional focus across the NL, BE and DE markets
- Seamless integration with digital channels for maximum reach and impact



The big screen, with the precision of digital targeting.