LocalLink 360

BOOSTLAYER
PERFORMANCE RETARGETING TOOL

The impression didn't fail. The timing did.

Most audio and CTV companion banners fire while the screen is locked — paid for, served, never seen. **BoostLayer** re-serves that message the moment the device comes back up, one-to-one with every impression, and measures the people who returned or converted even if they never clicked.

HOW IT WORKS

57%+

BRAND RECALL

That's the bridge between environments — the sound they heard becomes the brand they instantly recognize.

Retargeting usually starts from a click. **BoostLayer starts from an impression** — every campaign-exposed listener and viewer becomes an addressable audience, matched one-to-one and re-engaged on whichever screen they pick up next.

One exposure, two screens. The spot runs on the living-room screen; BoostLayer re-serves the creative on the device that was in the room with it.

Four steps, no wasted impression.

01 **Heard**

02 **Re-engaged**

03 **Seen again**

04 **Converted & measured**

WHERE IT RUNS

Streaming Audio

SPOTIFY · PANDORA · IHEART · AUDIOMACK

Music, talk and smart-speaker inventory. The companion banner re-fires when the listener picks the phone back up — so it lands on an awake screen.

Podcasting

APPLE PODCASTS · SOUNDCLOUD · DIRECT

Host-read and dynamically inserted spots across podcast catalogs. Anyone who heard the episode gets the visual follow-up on the device they were already holding.

Streaming TV

NETFLIX · HULU · DISNEY+ · ESPN+

Full-episode and CTV placements on the living-room screen, then the same message re-served to the second screen in the room.

BUILT ON PROVEN CAMPAIGNS

BoostLayer is built on the successful execution of thousands of campaigns — the platform learns what actually drives conversions and engagement, then applies it to the next one you run.

Re-engage the audience you already earned.

Tell us the campaign and the goal — we'll show you the audience worth going back to.

Start a conversation

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