

SPARC Vertical Package - Finance

SPARC, powered by Nativo Predictive Audiences, drives high-quality traffic to your brand destination with content-like ad formats, boosting post-click engagement.

[Activate Off-the-Shelf Audiences pre-bundled for finance brands today!](#)

4.2b+

Monthly avails for finance engagers

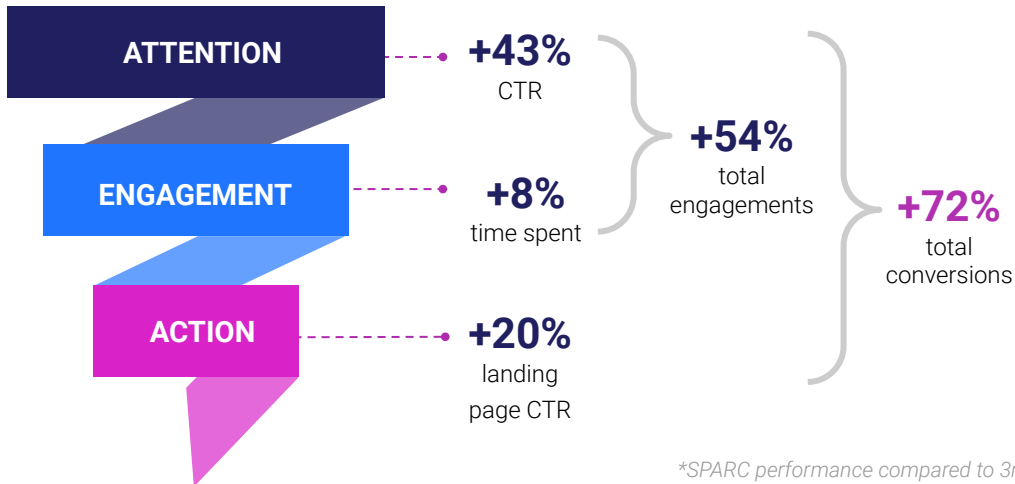
.26%

Avg. CTR for finance brands using SPARC OTS Audiences

80%

Greater reach compared to only cookied environments

LIFT FULL-FUNNEL PERFORMANCE TO DRIVE CONVERSIONS



**SPARC performance compared to 3rd party cookies (Nativo Data, 2024)*

SCALE ACROSS PREMIUM SITES

Entrepreneur **BUSINESS INSIDER** **FORTUNE**
THE WALL STREET JOURNAL **INSIDER** **BARRON'S**
  **Newsweek**

CUSTOMIZE ACTIVATION OPTIONS

- **Formats** - Native Article, Native Display, Native Video, Outstream Video, Stories
- **Devices** - desktop, tablet, mobile- web & in-app
- **Buying** - Programmatic, PMP, managed service