

# ADvantage

UNDERSTAND THE IMMEDIATE IMPACT OF TV AND IMPROVE EFFICIENCY UPWARD OF 25%

Advantage analyzes spot and response data, allowing advertisers to leverage their most efficient TV performance possible to increase sales.

## + MEASURE TV PERFORMANCE

Access same-day TV campaign analytics to identify the highest performing spots across all customer touchpoints, including phone, app, mobile, web and SMS.



## + OPTIMIZE TV EFFICIENCY

Identify spots that are not driving response and leverage insights to change days, times, networks, creatives, genres and programs to decrease CPA and improve the efficiency of on-air campaigns.

## + INFORM TV STRATEGY

Analyze TV performance, report on campaign effectiveness and harness data-backed insights to make more informed TV planning and buying decisions in-flight.

