

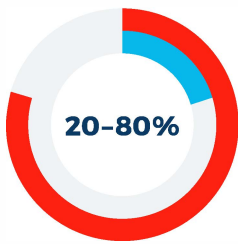
## Measure & Optimize TV Performance

**TV is the most effective marketing channel, accounting for \$180 billion in ad spend each year - and TVSquared has made it even more powerful by helping our clients measure and optimize their TV performance.**



More than 350 brands and agencies across 46 countries use TVSquared to identify which spots drive the most engagement and where efficiencies can be made to reach their target audience and drive the greatest response.

### Customer Value



**IMPROVEMENT IN TV EFFICIENCY**

- Measure and optimize TV campaigns for the first time.
- Access same-day performance analytics on daypart, network, day, program and creative.
- Improve the efficiency of on-air campaigns to reach the right people, in the right places, at the right times.
- Optimize TV spend to drive more responses and increase sales.
- Get an in-depth understanding of audience engagement and how TV impacts the customer journey.

### How It Works

The process is simple. Upload your spot data and get immediate, actionable insights:

- 1 RESPONSE DATA**  
Install our pixel tracker or upload GA data
- 2 SPOTS**  
Post logs and spot-airing info
- 3 LOGINS**  
Tell us who needs access



Within hours, clients can access their TV performance analysis.

#### + ADVANTAGE

Get a unique perspective of how each TV impression drives revenue through online, mobile and second screen.

#### + PREDICT

Leverage predictive analytics to improve TV media buys and optimize spend.

#### + HALO

Understand the total impact of TV across all offline and online marketing channels.

### Industries

TRAVEL	INSURANCE	AUTOMOTIVE	NETWORK	TELCO
EDUCATION	NON-PROFIT	FOOD DELIVERY	GAMING	WEARABLES