

PREDICT

DISCOVER HOW PREDICT CAN CHANGE THE WAY YOU PLAN AND BUY TV

By measuring and optimizing TV ad performance, Predict generates accurate, actionable recommendations that will improve your media plan, ensure effective TV spend and drive maximum response.

IMPROVE THE BUY



Using historical response data, Predict identifies your best TV media-buy opportunities, including networks, programs, genres, creatives and number of spots.

OPTIMIZE THE SPEND



Predict's buy recommendations are optimized to deliver the most efficient use of your TV budget - even if your ad spend changes.

DRIVE MAXIMUM RESPONSE



Predict shows how TV will perform for you in the future. With valuable, data-backed insights, you can drastically improve media plans for the greatest response and ensure the efficiency of every dollar spent in your TV-media budget.

The screenshot shows the Predict interface with the following callouts:

- See the anticipated before-and-after impact of buy changes:** Points to the 'Media Buy Modelling Results' chart showing 'With Changes' and 'Without Changes' bars.
- Discover buys that drive the best results:** Points to the 'Increase' table with a checkmark icon.
- Identify buys that fail to perform:** Points to the 'Decrease' table with an 'X' icon.
- When spend changes, recs change to improve response:** Points to the 'CHANGE IN SPEND' slider.

Increase				Decrease			
Channel	Additional Spend	Additional Spots	Expected Results	Channel	Reduced Spend	Reduced Spots	Expected Results
FLM 13	6,929	15	188	NBCSN coffee	-5,999	-7	-10
CA	3,762	18	115	CMDY coffee	-2,599	-	-598
				SVFY	-3,012	-	-