

PREDICT

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

By measuring and optimizing TV ad performance, Predict generates accurate, actionable buy insights 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 insights 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.

See the anticipated before-and-after impact of buy changes

When spend changes, analysis changes to improve response

Discover buys that drive the best results

Identify buys that fail to perform

Increase				Decrease			
Channel	Additional Spend	Additional Spots	Additional Response	Channel	Reduced Spend	Reduced Spots	Reduced Response
CMDY	6,929	15	168	NBCSN	-5,999	-7	
Comcast	3,762	18	115	CMDY	-2,599		
				SFYV			