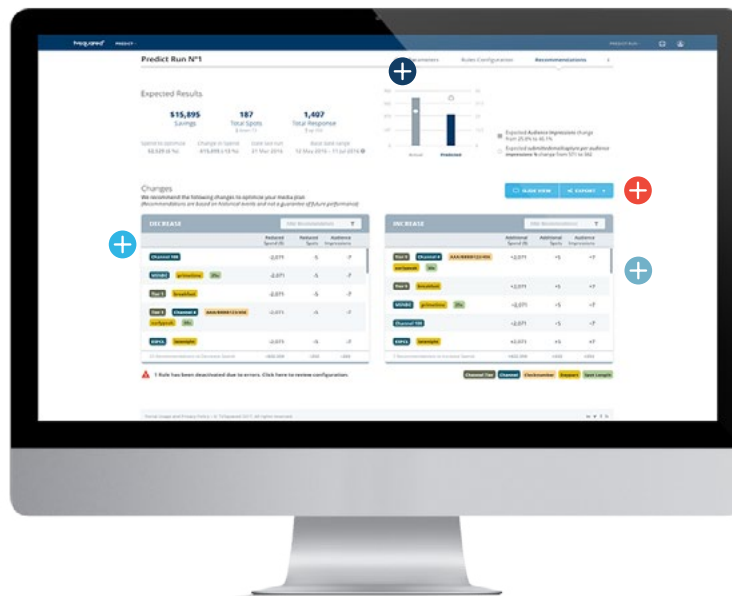


# Predict

## SMARTER MEDIA BUYING

Predict answers the question, “which TV spots should I buy?”  
Applying advanced analytics to generate actionable, accurate buy recommendations, Predict maximizes the effectiveness of TV spend and drives increased response.

Quickly see the impact of recommended buy changes



Identify buys that fail to perform

Export plans for action

Discover the buys that drive the best results

### + Improve the Buy

Predict analyzes historical response data to identify your best TV media-buy opportunities – including days, dayparts, networks, programs, genres, creatives and number of spots.

### + Optimize Spend

An easy-to-use workflow lets you set spend levels and factor in business rules, delivering ready-to-action recommendations to make the most out of your TV budget – even if it changes over time.

### + Increase Response

Predict’s data-backed insights inform media plans that will drive increased response and ensure the efficacy of every TV dollar spent.