

# ADvantage

THE GOLD STANDARD FOR TV MEASUREMENT AND OPTIMIZATION

ADvantage answers the question, “how are my TV spots performing?”  
Applying advanced analytics to TV spot and response data to generate actionable insight that will increase your TV performance, efficiency and sales

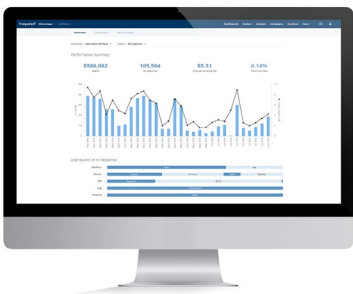
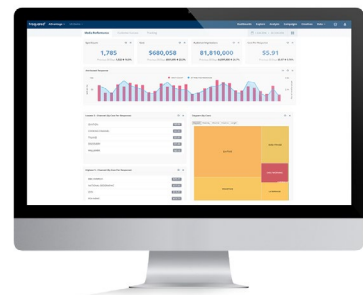


## Measure TV performance

Access same-day insight to identify the best performing spots across all customer touchpoints, including web, phone, app and SMS.

## Optimize TV efficiency

Rapidly identify spots that are under-performing and use this insight to change days, times, networks, creatives, genres and programs, lowering CPA and improving on-air campaign efficiency.



## Inform TV strategy

Analyze and compare campaign performance, harnessing data-backed insight to inform in-flight TV planning and buying.