



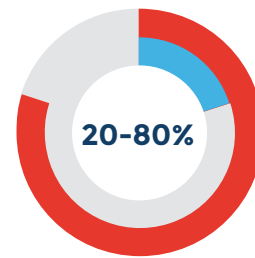
Measure and Optimize TV

TV is the most effective marketing channel, accounting for \$202 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 600 brands and agencies in 58 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

- Measure and optimize TV campaigns for the first time
- Access same-day performance analytics on days, dayparts, networks, programs, genres and creatives
- 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



IMPROVEMENT IN TV EFFICIENCY

HOW IT WORKS

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



RESPONSE DATA

Install our pixel tracker or upload GA data



SPOTS

Post logs and spot-airing info



LOGINS

Tell us who needs access

Within hours, clients can access their TV performance analysis.

+ ADvantage

Get the “who, what, when and where” of TV spot performance

+ Predict

Generate actionable media-buy recommendations and optimize spend

+ Halo

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

