

ADvantage

The Gold Standard for TV Performance Analytics & Optimization

Generate real-time, actionable insights on the performance of TV advertising and then optimize your media plan for even better returns.



Measure

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

Access spot-level and campaign-wide performance analytics by day, daypart, network, genre, program, creative and audience. Calculate TV-driven conversions, and see how TV drives response across customer touchpoints, including phone, app, mobile, web and SMS.

Flexible performance insights let advertisers track KPIs and quickly create tailored, actionable reports for stakeholders.

Optimize

Put TV analytics into action

Leverage TV analytics to make in-flight changes that maximize media spend and improve campaign effectiveness. Using real-time performance insights, reach the right people, in the right places and times, and adjust ad delivery (creative, program, network, etc.) to optimize TV-driven response.

At-a-glance buy comparisons help advertisers predict TV's impact by response, spend and CPA, ensuring the efficiency of every dollar in a TV budget.



+ SearchSync

Sync TV spots with paid search to maximize conversions

+ ADwatch

Automated, real-time spot detection for faster, more accurate insights

+ Audience

Inform and optimize TV buys based on audience response