From linear to OTT and addressable, ADvantage XP measures it all.

Built to leverage the best data in any market, ADvantage XP delivers fast, accurate insights for linear and OTT/CTV, enabling transparency, accountability and precision for TV ad measurement.

With a safe and compliant one-to-one deterministic model that is not reliant on third-party cookies, ADvantage XP quantifies how TV impacts brand and performance metrics, and generates the insights needed to achieve an optimal media mix and inform audience activation.

Fully automated, ADvantage XP simplifies cross-platform TV measurement.

Cross-channel: Track and analyze performance of TV ads served across linear and digital channels, including all traditional and programmatic inventory.

Cross-platform: From one to many, measure across publisher platforms to quantify unique reach, and determine how to effectively find and reach the right audience to drive KPIs, including sales, brand lift, and online and offline outcomes.

Cross-screen: Leverage secure and compliant household-graph technology to track and measure viewing across all screens – from smart TVs to laptops and mobile devices.

Cross-channel, cross-platform, cross-screen TV analytics

1 Million TV campaigns
75 countries

50+ OTT publishers
5,000 advertisers

25B impressions monthly
1,000 active weekly users

A single, unified view for cross-platform TV measurement and outcomes
Infinite Scale

Full TV measurement for all impressions delivered across platforms and screens

TVSquared’s robust network of direct publisher and data partnerships solve for identity, and power unbiased, accurate, transparent and scalable TV measurement.

Using our unique one-to-one deterministic matching process, you get the accuracy, speed and campaign clarity needed to make every dollar measurable and accountable, with metrics that matter to you.

From DTCs to CPGs, advertisers across all categories can achieve precise, full-funnel brand and performance metrics at the household-level.

Measurement
- Measure impression delivery with accurate reach and frequency metrics
- Quantify reach extension across platforms and channels
- Harness the power of the platform to identify opportunities for efficiency across creatives, geographies and media

Outcomes
- Quantify TV’s impact, across linear and OTT, with unparalleled speed to insight
- Track response by sales, registrations, app activity, web traffic, etc., with flexible KPIs to measure what matters most to your campaign
- Access always-on proof of performance analytics by programs, channels, days, dayparts, genres and creatives

Audience
- Understand key performance trends across platforms and screens, and visualize response and conversion among defined audience segments
- Optimize campaigns to the audience targets most likely to convert, and to inform future TV planning and buying

Industry-wide integrations include digital TV publishers, MVPDs, DSPs and SSPs, along with offline, location and app data partners, which enable ADvantage XP to link census-level media exposure to consumer response.

Measure TV
How People Watch It
with
ADvantage XP

info@tvsquared.com | tvsquared.com