

Audience

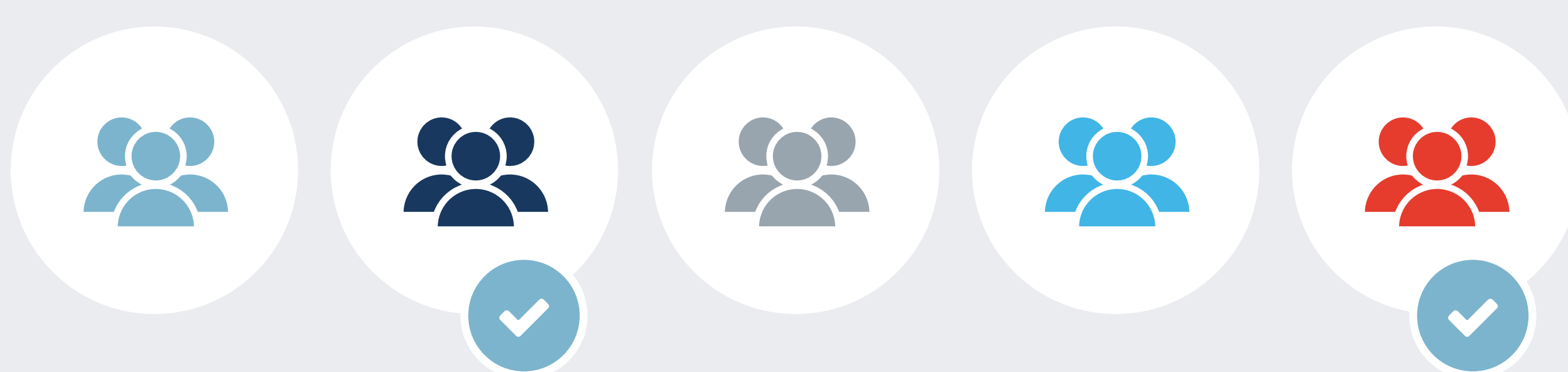
Inform and optimize TV advertising based on enriched audience insights

Maximize TV response and optimize TV targeting with rich demographic and behavioral insights that go well beyond age and gender.

1

Understand Who is Responding

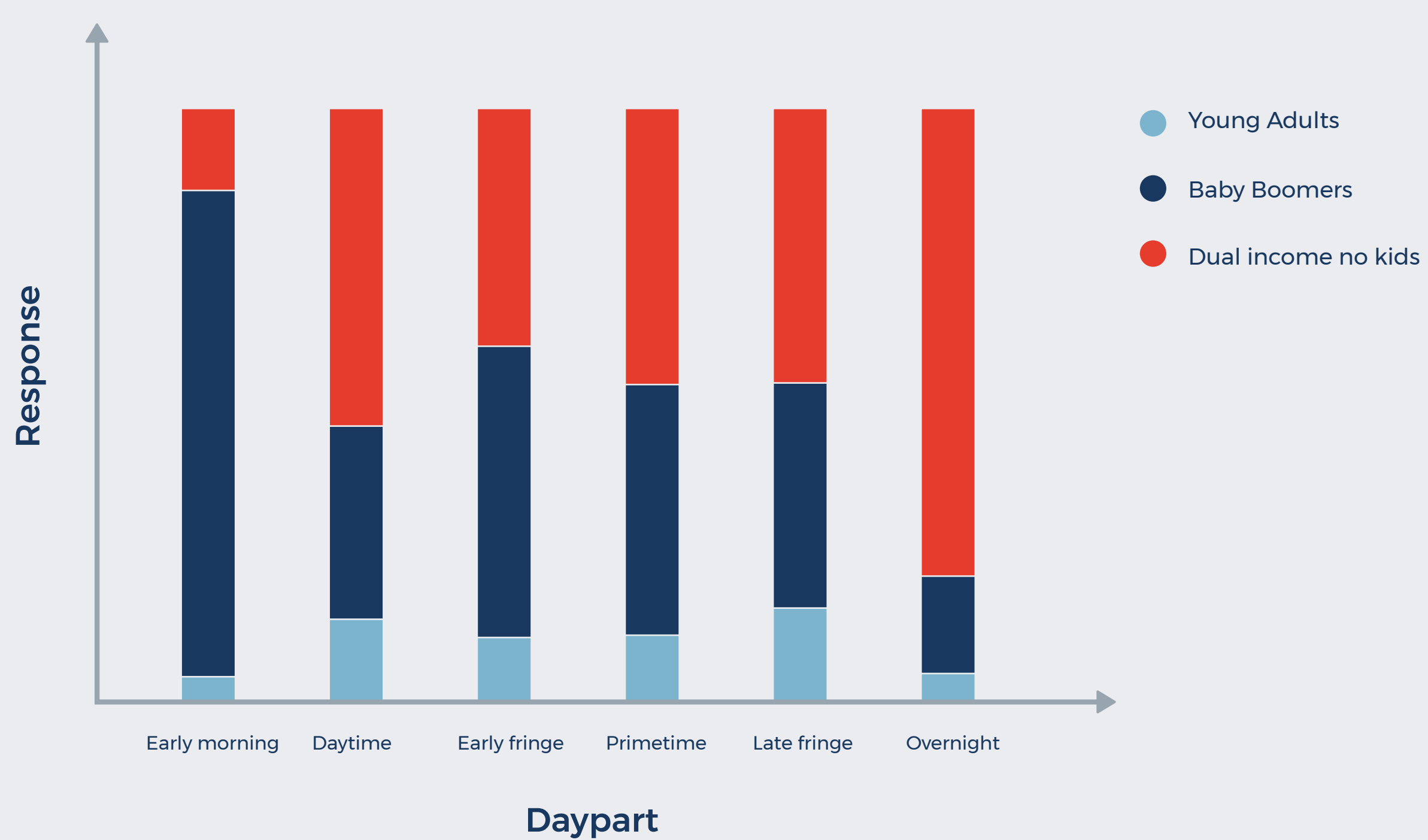
Gain insight into which segments respond best to TV



2

Base Strategy and Planning on Audience Response

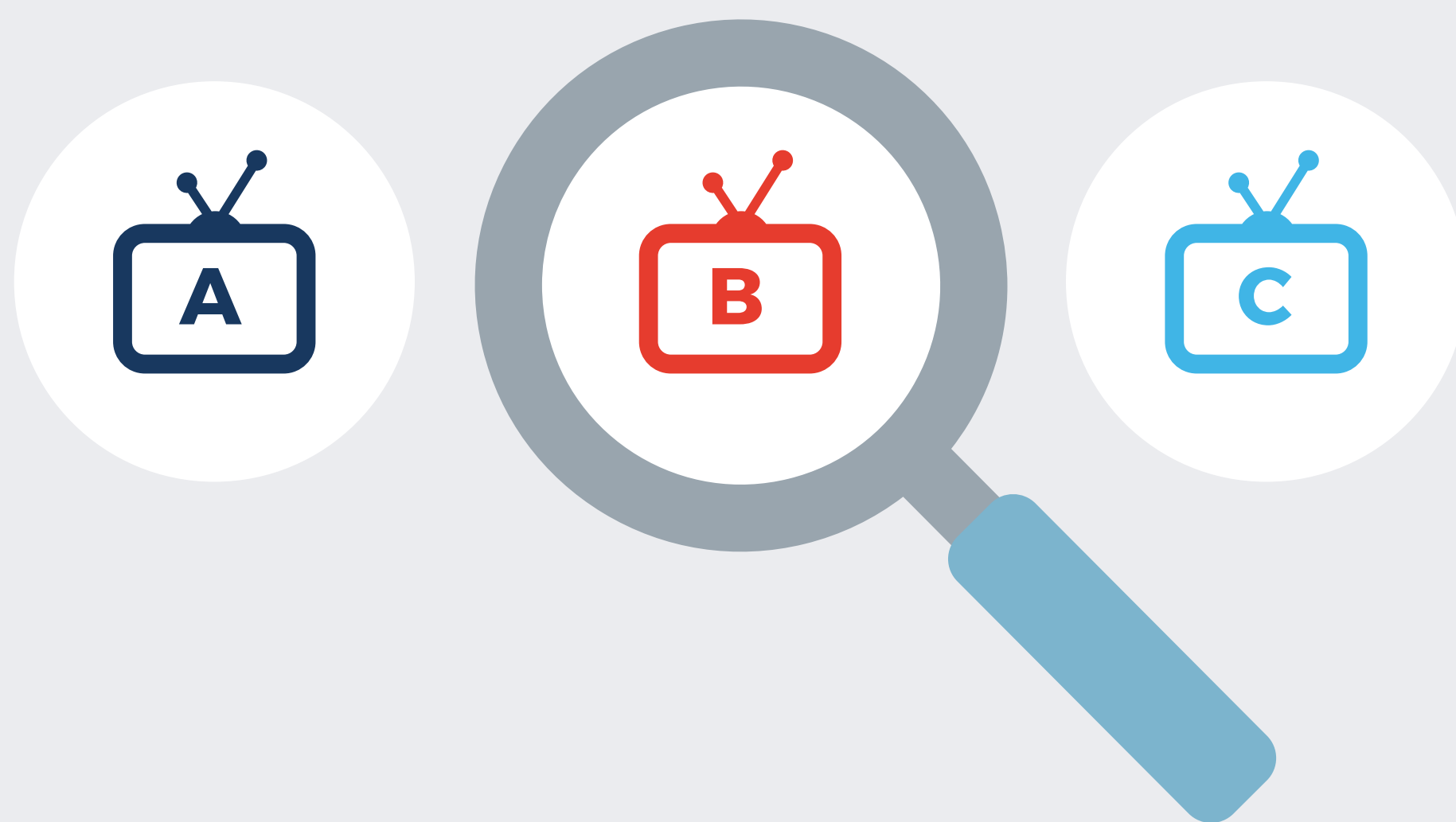
Gain faster, richer insight into what's driving response



3

Make TV a Performance-Marketing Channel

Enable digital-like buying and targeting for TV advertising



Empower your TV advertising with Audience