

HOW TO ACE TARGETED TV ADVERTISING IN 5 STEPS



01

With demands coming your way from advertisers, service providers and broadcasters alike, make sure your chosen solution enables you to meet the following 3 requirements:

1. Serve all audiences
2. Supply for all demand sources
3. Support all business modules



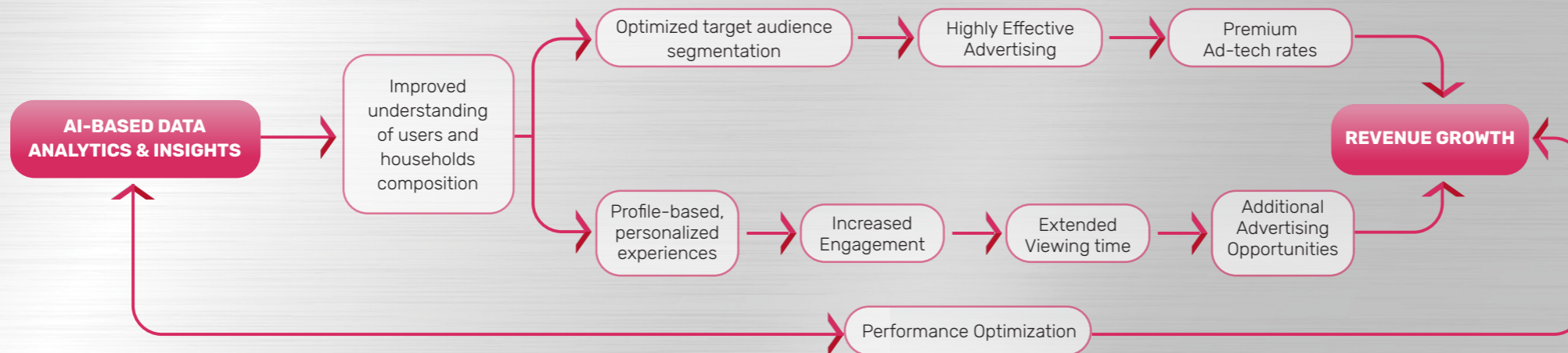
02

Protect viewers' data in compliance with GDPR and other privacy related legislation by enforcing secured data transmission throughout your entire ecosystem



03

Put your data to work, boosting viewers' engagement along with your overall service monetization. Here's how it works:



04

Supply for multi-channel demand and ensure scalable delivery everywhere:

- Adopt a TV-centric advertising platform
- Aggregate your inventory to fit advertisers' needs
- Nurture partnerships with leading advertisers
- Empower local advertising
- Enable "self-service" digital buying for SMB's
- Set personalized campaign parameters and ad display modules



05

Track, analyze and constantly optimize performance to ultimately grow your business:

- Control and monitor TV and advertising business E2E
- Measure segments performance by viewers ARPU and NPS
- Enable 2nd screen activation and sequencing
- Engage low ad-tolerance viewers
- Allocate cross platform Inventory and optimize offerings
- Use AI to analyze, gain insights and optimize revenue

