



### Audience Targeting Means New Challenges for Media Planners

- How do I create media plans using audience-based GRPs, reach and CPMs?
- I need a simple, intuitive user interface solution so my media planners can hit the ground running.
- How do I execute more effectively to track and report delivery to ensure my ad sellers meet the audience guarantees?
- Are there new research tools to understand the value of audience targets, compared with traditional demographics?
- What about integration with my internal systems? That will help my workflow.
- Where can I find automated “programmatic” reporting of audience delivery and demographic delivery throughout the campaign?

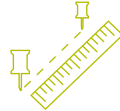
## Audience Management Platform Delivers on the Promise of Audience Targeting and Data-Driven TV



State-of-the-Art Optimization for Audience-Targeted Sales Plans



Posting, Pacing and Reporting



Track and Measure Audience-Based GRP, Reach, CPM KPIs



Easy UI for Media Planners: Set Constraints and Optimize in Just a Few Clicks



Best-in-Class Predictions and Forecasting to Ensure Audience Guarantees



Workflow Automation With Integration and Custom APIs



Pricing by Account



“Data-Agnostic” System Uses 1st- and 3rd-Party Data

