



Audience Targeting Means New Challenges for Revenue Management Executives

- How do I increase profitability in this new era of audience targeting?
- How do I guarantee delivery of audience-based GRPs, reach and CPMs?
- I need a simple, intuitive user interface solution so my sales planners can hit the ground running.
- How do I execute more effectively with better stewardship to track delivery at the inventory level to ensure I meet my audience guarantees?
- Are there new revenue management tools to gauge the impact on pricing and sell-out using audience targets?
- What about integration with my T&B system? 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



Continuous Posting, Pacing and Reporting



Guarantee and Measure Audience GRP, Reach, CPM KPIs



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



Allocate Scarce Premium Inventory and Activate Undersold Inventory



Workflow Automation with T&B Integration and Custom APIs



Flexible Pricing and Inventory Management by Account



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

