UNIFIED MEASUREMENT: Cross-Screen TV Ad Measurement

There's a Better Way to Measure Streaming & Linear TV Ad ROI

Audience migration between linear, VOD and streaming presents major challenges for brands aiming to reach the right audiences with their ads and measure ROI with speed and precision. iSpot Unified Measurement is the answer. When ads hit linear or CTV, impressions are instantly captured and mapped to the precise demographic makeup of the exposed audience, then connected to subsequent conversions, such as web visits and sales. Results are displayed in real time via a single comprehensive dashboard for advertisers to take quick action and consistently drive ROI.

Granular View of Cross-Screen TV Ad Performance in Real Time

With the iSpot dashboard, advertisers can quickly track cross-screen TV ad activity – from reach and impressions to frequency and conversions – all in one, central place. Compare incremental reach across individual streaming publishers, and to linear TV advertising. Track target audience performance with precise demographic breakdowns. Get streamlined measurement centered on how TV is bought.

Key Benefits:

- Prove and optimize ROI of TV and streaming advertising by streamlining all TV ad activity into one comprehensive dashboard.
- Instantly verify the incremental reach of CTV advertising.
- Gain granular insight into TV ad performance (reach and conversions) across linear TV and 300+ top streaming publishers and DSPs in real time.
- Easily manage ad exposure rates and frequency with one, single view of activity.
- Align ad impression-based reporting to other currencies and optimize the performance of TV ads toward actual business outcomes.

Get a demo of Unified Measurement at: iSpot.tv/demo.
The iSpot Difference
Only with a unified view of advertising across all forms of TV, can brands:

- Optimize campaigns based on incremental reach and conversions delivered across screens and publishers.
- Manage ad exposures to ensure the right frequency levels before diminishing returns.
- **NEW:** Analyze how cross-screen campaigns performed for specific target audiences.

**View person-level, cross-screen incremental impression delivery by individual publishers and more**

Dive into Person-Level, Cross-Screen Measurement

**Key Features:**
- Granular age & gender buckets and flexibility in picking age ranges
- Precise household TV counts along with person-level, co-viewing data
- Direct alignment with currency (TRPs)

Select from up to 165 demographic combinations to tailor real-time TV ad measurement and attribution results to target demos

Interested in learning more?
iSpot Unified Measurement helps TV advertisers continually refine their campaign strategy, planning and buying. On average, advertisers using iSpot achieve 10% incremental reach through streaming advertising, with one brand achieving 22% more conversions with streaming advertising than through linear TV alone.

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