



TangoNVIO: Puts it All Together.

PLANNING AHEAD IS MOST EFFICIENT

Know your audience and what the media will cost to reach them.

Planners/Buyers can use automated estimates in TangoNVIO to review inventory selection against cost for specific audiences.

TangoNVIO creates strategic and tactical value for advertisers:
Pockets of opportunity can be found in shows, networks, dayparts, rotations, whenever they're watching, where they're watching.

TangoNVIO applies external targeting data:
1st or 3rd party data utilized to score impression value.

TangoNVIO informs the planner/buyer with media delivery comparisons: A targeted line of inventory's value can only be reflected in its ability to reach the desired target AND the comparative cost.

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