



# TangoACT: Let's You Apply Automation to Reach Your Audience.

ACHIEVE YOUR GOALS AND MAKE YOUR DEADLINES.  
Know the inventory and gain insights into the marketplace.

TangoACT uses automation to create opportunities to find value:  
Data is applied to networks, dayparts, rotations, so a buyer can sort quickly and efficiently.

TangoACT software keeps external targeting data used in the planning stage:  
1st or 3rd party data utilized to score TV impression value.

TangoACT platform informs the buyer with media delivery comparisons:  
A spot's value can only be reflected in its ability to reach the desired target AND it's cost.

TangoACT application incorporates proof-of-performance and reconciliation modules for full stewardship.

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