

BRINGING TOGETHER THE PIECES: Understanding the New Reality of Advanced TV



Industry Categories that Benefit From Location and TV Audience Targeting

LINK TO DOWN LOAD USE CASE	Targeted TV Category Opportunities					
	CATEGORY	GEO-DELTA	PROGRAM TARGETING	CATEGORY SPEND	DATA SOURCES	1ST PARTY DATA
	Automotive	Strong	Medium	\$\$\$\$	Polk, LiveRamp, Experian	Days Inventory, Lease Loyalty
	CPG	Mixed	Medium	\$\$	Nielsen Buyer Reach, MRI, LiveRamp, Experian	Sales, Market Segmentation
E-commerce Use Case	.Com Business	Strong	Medium	\$\$\$	comScore, LiveRamp, Experian	DAU/MAU, Downloads, App Usage
	Energy Utility	Strong	Medium	\$\$	Scarborough, MRI, LiveRamp, Experian	Customer List
Entertainment Use Case	Entertainment	Strong	Medium	\$\$\$	SNL Kagan, MRI, SQAD, comScore	VOD, Ratings, Subs
	Financial Services	Strong	Medium	\$\$\$\$	Census, Kantar, Experian, LiveRamp	Customer Net Worth
Insurance Use Case	Insurance	Strong	Medium	\$\$\$	Polk, LiveRamp, Experian Signals, Auto Count, Weather Triggers	Loyalty Programs, Driving Records, Change of Address
	Luxury	Strong	Strong	\$	Experian, Census, LiveRamp	Sales Data
Multicultural Use Case	Multicultural**	Outstanding	Strong	\$\$	Nielsen, Census, Experian	Brand Specific
Pharmaceutical Use Case	Pharmaceutical	Strong	Strong	\$\$\$\$	Symphony, Seasonal Weather Signals, Digital Signals	Brand RX, Brand Specific
Political Use Case	Political	Strong	Strong	\$\$\$	Catalist, Aristole, Mobile/Digital Signals	Lobbying & Donor Lists, Party Supplied
	Public Awareness	Strong	Varies	\$\$	BlitzMetric, Brandwatch	Media Delivery Goals
Restaurant Use Case	QSR	Strong	Varies	\$\$\$	Simmons, LiveRamp, Experian	Sales within Radius, Loyalty Programs
Retail Use Case	Retail	Strong	Varies	\$\$\$	Nielsen Buyer Reach, MRI, Experian	Sales by ZIP, Loyalty, Promotions
<p>**Multicultural Outstanding Strong \$\$ Nielsen, Census, Experian Brand Specific</p> <p>50% of African American HHs can be reached by using cable systems covering 17% of US HHs (303 index)</p> <p>50% of Hispanic HHs can be reached using cable systems covering only 15% of US HHs (334 Index)</p> <p>50% of Asian HHs can be reached using cable systems covering only 13% of US HHs (386 Index)</p> <p>DMA targeting yields a significantly lower indices.</p>						