

Simulmedia: A Better Data-Driven TV Solution for Performance Marketers

TV REMAINS THE MOST POWERFUL MEDIUM FOR SALES GROWTH

TV advertising remains the most effective advertising medium not only for building brands, but for creating the most profit. In fact, studies show that TV generates 71% of all advertising-generated profit.¹ TV is hard to get right, though. That's where Simulmedia comes in.

WHY SIMULMEDIA IS THE BETTER CHOICE FOR PERFORMANCE MARKETERS

- ▶ **Results Oriented:** Simulmedia believes that when it comes to performance, creating more customers at the most efficient CPVs and CPIs beats buying cheap impressions.
- ▶ **A Digital Experience For TV:** We've built the industry's most powerful, end-to-end software platform to power your campaigns. That includes the most data-driven targeting, planning, execution and measurement, all in one integrated solution that makes TV advertising work at the speed and precision of digital.
- ▶ **More Customers, Less Waste:** Our predictive platform tracks the top-performing ad inventory in real time and can buy at the spot level, not just daypart rotators. In this way, we're upending the traditional "spray and pray" approach. Plus, we've automated direct relationships with over 110 national TV networks.
- ▶ **Precise, Provable Measurement:** We tie exposure to action, reporting on the business metrics you care about in our performance dashboard. This allows you to track the efficacy of your campaign from start to finish. You'll even see which creatives, networks, dayparts, and days of week are driving the most people to your digital channels in near real-time.

¹ <https://www.thinkbox.tv/why-tv-advertising-is-more-effective-than-ever/>

How We Help You Grow:



Have you advertised on TV before? We'll analyze your past campaign performance, build off your existing efforts and get you growing faster.



Simulmedia's software and scale combine to give performance marketers an unbeatable advantage. Let's talk about how we can help you do more.

SIMULMEDIA®