

# SMART TV AD REACH AUDIENCES

What if you could maximize reach across channels?

## KEY BENEFITS



Optimize frequency across channels by targeting people in social exposed to your ad on TV a specified number of times.



Reach untapped audiences by finding people who have seen your competitors' TV spots.



Control frequency across TV and social by excluding TV ad-exposed audiences from social and digital buys.

## POWERED BY REAL-TIME DATA SETS

### TV Viewership

12+ million opted-in smart TVs

Second-by-second data refreshed daily

Transparent viewership sources: live, DVR, VOD, OTT, etc.

Modeled to scale using 9 billion data points in 12 categories across 247M U.S. people-based profiles

### Ad Occurrence

1M+ TV ads

2,100+ channels

76 countries

# SMART TV AD REACH AUDIENCES

### Create a TV Ad Reach Audience

**Audience Name \***

**Period Type**

**Time Period \***

**Target \***

- Target TV Viewers who did see ads for
- Target TV Viewers who did not see ads for

**Brand \***

**Product**

**Frequency**

- Target anyone who views this ad
- Set a specific frequency or frequency range
- Choose frequency threshold (heavy, medium, low)

**Audience Data Source**

**Audience Distribution** At least one is required

**TV Distribution**

**Social Distribution**

- Facebook
- Twitter
- Pinterest
- Snapchat

**Status Notifications**

Provide an email address below to be notified of important status changes for this Audience.

**Email Addresses**

## KEY FUNCTIONS

### Time Period

Choose the time period from which you want to create your target audience (i.e. January 2018, the last 2 weeks, etc.).

### Target

Specify the target as people who have or have not seen your (or a competitor's) ad, even to the product level (i.e. Nike Air Max, Nike Free, etc.). And combine multiple conditions using And/Or logic. Further define your audience with options to choose frequency levels:

Viewers who have been exposed to an ad a minimum number of times, maximum number of times, or within a specific range of times

Viewers who have have been exposed to ads based on pre-defined frequency thresholds — Heavy, Medium, Low

### Audience Data Source

Specify the source of your audience data depending on the type of audience you are creating.

**First-party Only:** Owned by the advertiser.

**Partner Only:** Licensed by the advertiser by a third party.

**First-party & Partner:** A combination of data owned by the advertiser and licensed from a third party (Lookalike audiences will always default to this option).

### Audience Distribution

Seamlessly activate the audience across TV, OTT, and digital channels.

**TV Distribution:** Use audiences for linear TV planning, allocation, and programmatic TV targeting (NBCU).

**Social Distribution:** Use audiences across Facebook, Instagram, Twitter, Pinterest and Snapchat.

**OTT Distribution:** Use audiences for OTT campaigns across desktop, mobile, and connected TV devices.