



# SCOPE: THE CLOSED ECOSYSTEMS PLATFORM

Optimize media and centralize your advertising to gain holistic intelligence and improve cross-channel campaigns.

To capture the full value of closed ecosystems, and maintain control of assets and campaigns, anchor your marketing tech stack with Scope's five key tenets.

## SELF-SERVICE

Transparent, hands-on control of the entire media process from a single platform.

## VERTICAL INTEGRATION

Unified workflows across audiences, planning, creative, activation, measurement, and optimization.

## INTEROPERABILITY

Cross-channel consistency enabled by agnostic data, flexible tools, and third-party integrations.

## INDEPENDENCE

Performance and optimization levers built for marketers not for ecosystem operators.

## INTELLIGENCE

Real-time insight and recommendations to drive optimization.

## WHAT ARE CLOSED ECOSYSTEMS?

Over 80% of users' time with media is spent inside closed ecosystems – media and tech companies that publish content and exhibit three important characteristics:

### Authenticated access

with controlled entry for consumers and for marketers

### Engaging, native ad formats

that are contextually relevant and actionable for consumers

### Data-driven advertising

with precision placement and advanced optimization











## AUDIENCES

### Audiences

- » First- and third-party audiences for layering with other targeting
- » TV viewers for different programs and genres, or viewers exposed to specific ads

## CREATIVE

### Creative

- » Turnkey, cost-effective, premium creative production and editing
- » Automated refreshes for feed or catalog creative with data like pricing or availability

## PLANNING

### Planning

- » Cross-channel reach and frequency optimization
- » Creative and audience period-over-period trends and benchmarks

## ACTIVATION

### Activation

- » Unified ad management across platforms, formats, and placements
- » Full-funnel inventory across TV, OTT, social, search, and e-commerce platforms

## MEASUREMENT

### Measurement

- » Source-of-truth data integration for pacing, reporting, and optimization
- » Shared performance views across brand, creative, and media teams

## OPTIMIZATION

### Optimization

- » Rules-based and machine learning bid and budget allocations
- » Creative and audience performance insights and recommendations