

The future of data-driven TV is here.

AnalyticsIQ fuels data-driven TV media plans and addressable campaigns.

Rich data is changing the TV game.

For decades, television advertising has been bought and sold in relatively the same way: upfront and based on predictions of simple age and gender ratings. But Advanced TV capabilities being offered by networks, MVPDs and platforms are delivering a new wave of opportunities for advertisers and agencies to use rich data to inform every buy, whether it's a data-driven linear plan or a household-level addressable campaign.

AnalyticsIQ data fuels more effective TV plans.

The headlines are wrong; TV is not dead. In fact, Americans continue to watch more TV than YouTube or Netflix. And the story-telling power of TV as an advertising medium is still unrivaled by its' digital competitors. Marketers know this – evident in their \$70+ billion annual linear TV spend. But in the era of big data and attribution, an investment of this size can no longer rest on its' laurels. So how can marketers use more and better data than basic demographics to focus their buys? The answer is data-driven linear planning. By linking AnalyticsIQ's audience segments to viewership data, marketers can uncover new pockets of opportunities to reach their ideal audience.

Better data gives you better answers.

Traditional
TV Buying



*Auto advertiser
looking to launch
new vehicle.*



*Age & Gender Targeting
Males, 18–49*



**Data-Driven
Linear Plans with
AnalyticsIQ Data**



*Auto advertiser
looking to launch
new vehicle.*



*AnalyticsIQ Audience Segments
Single, Males, In-Market
for Luxury Sedan*



**PROPERTY
BROTHERS**

HELL'S KITCHEN

Reach the households that matter.

The power of data doesn't stop at planning. The holy grail of targeting capabilities is addressable advertising. Table stakes in the digital advertising world, TV is now able to deliver one-to-one household targeting and measurement capabilities across both linear TV and streaming services. Through strategic partnerships with data connectivity leaders like LiveRamp™, an Acxiom company, our audiences can easily be activated for Addressable TV campaigns across all major MVPDs and streaming service providers.

Reach AnalyticsIQ audiences across screens.



DIRECTV

Spectrum

COMCAST

COX

Oath:
A Verizon company

hulu

sling
TELEVISION

ROKU

dish

By using any one of AnalyticsIQ's over 1,000 audience segments for your Advanced TV strategy, everyone wins.

- Advertisers and agencies select better networks, programs and dayparts to reach the highest concentrations of their target audience, or even target specific households through addressable advertising.
- Networks, MVPDs and platforms deliver their advertisers a better performing media experience and can charge a premium for this.
- Consumers see more relevant, personalized messages and are inspired to take action, not change the channel or tune out.



Let's talk.

Are you ready to start using sophisticated data to execute Advanced TV strategies? Our flexible approach makes it easy. With rich PII data for quality linkage and a network of onboarding partners, it's easy to integrate our data into your workflow or access our segments for a single campaign. If you're seeking a data partner that can fuel better TV advertising experiences, contact us today at sales@analytics-iq.com.