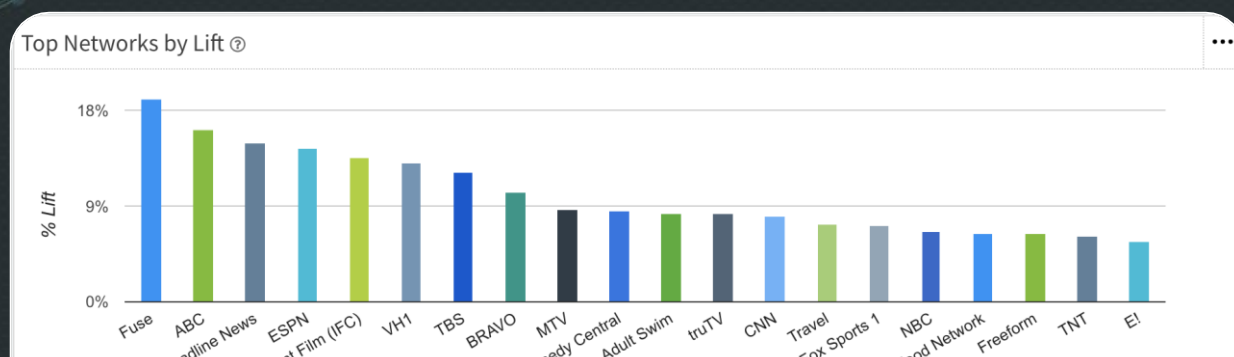


Understand the Causal Impact of Your TV Advertising

Lift analytics from iSpot enables you to see which media is working and not working, revealing the causal impact of TV and where to allocate future media spend.



Determine the change in lift from your TV ad campaigns by network or daypart. Understand the causal impact of your campaigns and unlock where and when to advertise.



Measure the influence of your TV ad campaigns against your business outcomes with lift analytics by conversion type. Reveal how your campaigns are driving website visits, product page visits, sales, or other conversion types that *you* want to track.



Data science is now democratized. Anyone in your marketing organization, regardless of technical experience, can view and download lift reports with just a few mouse clicks – no pivot tables required.



The iSpot API enables your own analytics and data science teams to go beyond the iSpot dashboard, providing your internal teams the resources to perform customized analysis.

Innovative marketing leaders need to prove in real-time the effectiveness TV advertising dollars have to their targeted business outcomes. iSpot delivers actionable media measurement and TV attribution insights, in real-time using the best data available, enabling marketers and analysts to have a comprehensive view of the impressions, customer engagement, lift, and conversions propelled by TV advertising. The iSpot platform provides unparalleled analytics and recommendations, integrates into your existing marketing stack, can apply your provided marketing segments, and offers guidance from subject matter experts. Visit www.ispot.tv for more information or to request a demonstration.