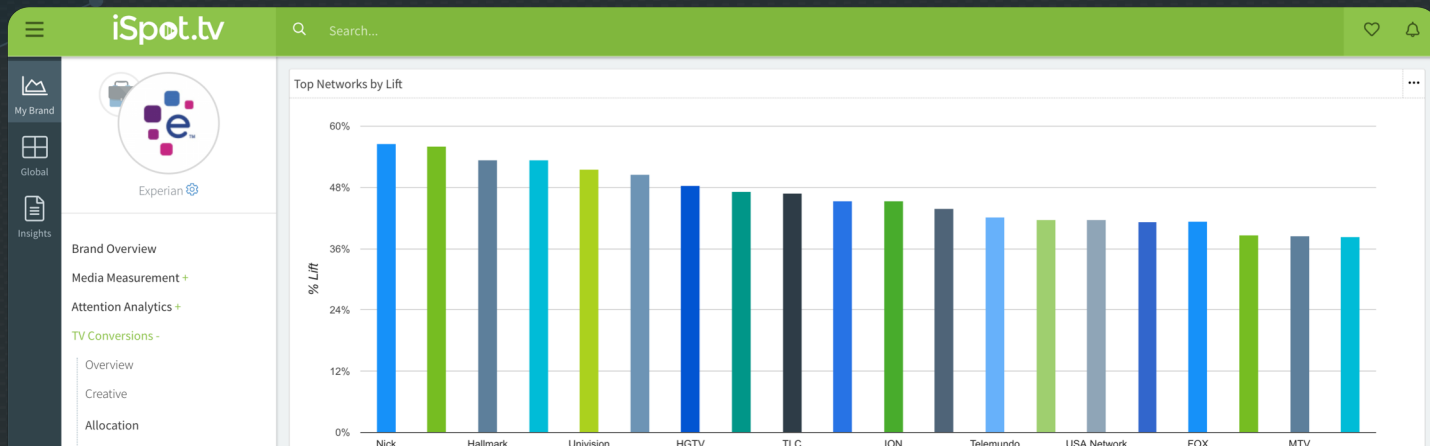


# Translate Your Customer's Behavior into Actionable Business Decisions

Conversions from iSpot enables digital-like TV attribution against upper and lower funnel KPIs, whether they occur online or offline, providing you with powerful predictive analytics for lift and conversion of your creative and media.



iSpot has the most advanced TV attribution modeling and data science capabilities in the industry. Our sole focus for over 6 years has been TV media measurement and conversion.



Your online and offline first-party conversion data can be integrated into iSpot – no rip and replace of your existing marketing stack required.



Measure the online conversion events that matter to you throughout the customer journey and discover how TV is contributing to your business outcomes in real-time.



Take your first-party offline sales data from Point of Service, call centers, or CRM data and connect the data with iSpot. Get a complete picture on how TV is propelling offline engagement with your brand.

iSpot delivers actionable media measurement and TV conversion insights that enables marketing leaders to apply digital like attribution to their TV ad campaigns in real-time. Not only does iSpot have the best data for media measurement and conversion in the industry, we also have the best methodology for data science and analytics. Conversion solutions from iSpot provide digital-like TV attribution against upper and lower funnel KPIs providing you with industry leading analytics that help you optimize your TV campaigns and spend. No one offers the quality and depth of data iSpot provides coupled with the best data science methodology in the industry. For more information on how iSpot can help you achieve your business outcomes please contact your Customer Success Manager.