

Next-gen TV buying for Brands

Upgrade to the era of Advanced TV with outcome-based buying

While TV continues to be the most engaging screen in the household, it has outgrown legacy panels and broad-based demographic measurement making it difficult for advertisers to truly understand the impact of TV advertising on the bottom line.

By combining LiveRamp's industry leading privacy-compliant identity resolution capabilities with Data Plus Math's robust TV data, advertisers can better align cross-screen strategies and allocate TV budgets to drive business results that matter while increasing delivery of impressions and cost savings.

Buy TV the Way You Want - Based on Results

Understand the impact of TV buys with tangible results. Top TV Networks have partnered with us to offer outcome-based guarantees to help drive the results that matter to your brand.

Sophisticated Reporting for Better ROI

Uncover insights such as true reach and frequency, lift analysis, causal measurement, and more to optimize campaigns and deliver better customer experiences.

Optimize Reach with the Most Comprehensive TV Dataset

Move beyond limited TV panels to measure cross-screen impact starting from exposures on linear TV, Set-top Boxes, Connected TVs and internet-enabled devices for full coverage of your TV ads.

Seamless Measurement, Maximum Impact

Combine fragmented TV data with 1st or 3rd party data in a safe and privacy compliant manner to accurately assess its impact for unparalleled measurability on TV.

Data Plus Math

A LiveRamp Company

Modern Measurement for Outcome-Driven Brands

- Most comprehensive TV coverage with 25M+ TV households
- Cross-screen measurement across TV + Digital + Offline
- Data-driven robust measurement methodologies with machine learning
- 100s of data providers within a safe and secure environment
- Various outcomes measured - online purchases, in-store transactions, location visits etc.
- Partnerships with TV Networks and OTT platforms for adoption of outcome based buys