

Next-gen TV buying for Programmers

Prove the value of your media in driving business outcomes

TV is entering into a new age of accountability, fueled by granular data and new technologies. Legacy panel based metrics don't allow programmers to take full credit for valuable viewership, maximize revenue, or meet the modern marketer's need to standardize audience based outcomes across screens.

With Data Plus Math and LiveRamp, programmers can now prove the value of TV and video in driving real life business outcomes for clients. Our solutions empower our partners to standardize metrics and scale guarantees that align with today's TV viewership habits, consumption trends, and client goals.

Get Full Credit for the Business Impact You Drive

Join the evolution of the TV business by enabling outcome based buys to create a new currency designed to definitively prove the enormous impact of your TV programming

Deliver Better Customer and Consumer Experiences

Uncover insights such as cross screen reach and frequency, campaign lift analysis, causal measurement, and more to optimize campaigns with greater immediacy

Most Expansive TV Dataset = Higher Yields for You

Move beyond limited TV panels and get credit for all ad exposures across linear TV and OTT through Set-top Boxes, Connected TVs and Internet enabled devices so every ad impression is attributed to you

Monetize All Your Impressions with Seamless Data Integrations

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 Varying Brand KPIs

- 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
- Ability to overlap 1st party data
- Various outcomes measured - online purchases, in-store transactions, location visits etc.
- Partnerships with TV Networks for adoption of outcome based buys