Drive the best outcomes from Connected TV

Automated Performance Optimization gets you more conversions and better outcomes

Most CTV campaigns don't get optimized properly. Either programmatic buyers set them up and forget about them, or only sporadically optimize them. Manual optimization takes up most of a trafficker's time, so it doesn't get done often. For the best outcomes, you should turn to automated optimization.
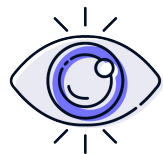
Optimize CTV as easy as your paid social campaign

Achieve your performance goals faster

Harness the power of machine learning to analyze web traffic and conversion patterns to optimize campaign parameters and maximize conversions. Because our optimization engine is continuously running, it's always learning, experimenting, and calibrating.

Transparent optimization against multiple KPIs

Unlike other DSPs' optimization algorithms, our Optimization Engine is not a black box. You can track how it re-allocates budget over time based on a specific metric while monitoring performance against other action or conversion KPIs.

Tuning a Highly Tuned Machine

Monster turned to APO to optimize on their mid-funnel metrics (web visits of their strategic audience of job seekers) and lower-funnel metrics (job application starts).

They saw a 25% reduction in Cost per Unique Visitor visiting their website, and a 63% cost reduction in unique job application starts.

MONSTER

↓ **63%**
Cost per Application Started

A Closer Look at Automated Performance Optimization

1. You can easily see how your key optimization KPI is moving while your campaign is in-flight.

Performance Metric Curve

Cumulative Daily
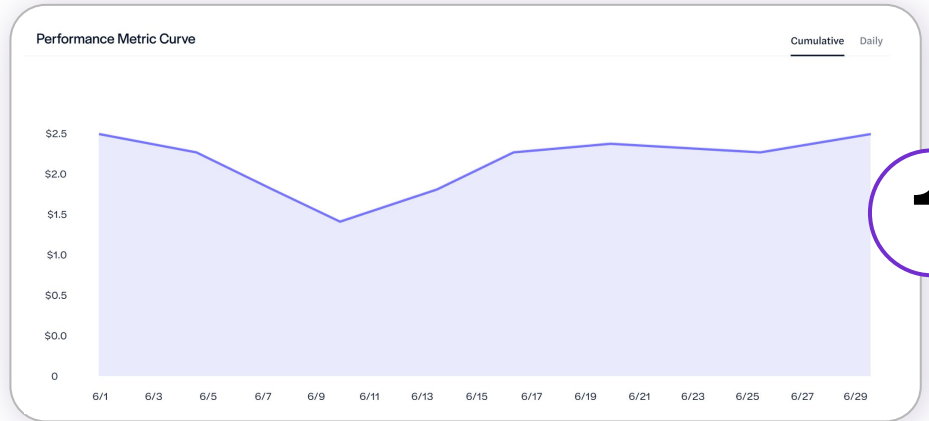
2. We can isolate an unoptimized control group and compare its performance to an optimized test group and tell you exactly how much lift APO is driving.

✓ **20%** reduction in CPV compared to a baseline

Current Campaign   Non-optimized Baseline
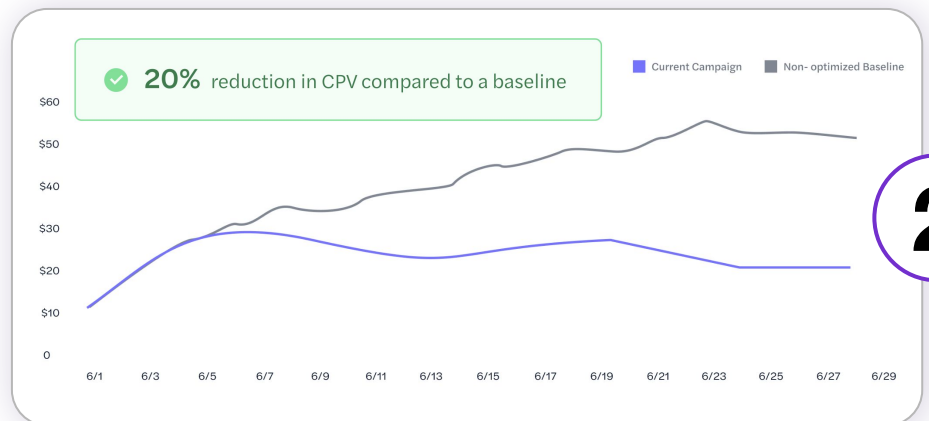
3. APO allocates budgets automatically across different parameters such as apps, publishers, creative, and dayparts. You can easily see which parameters are driving the allocation decisions on a daily basis throughout the life of the campaign.

Publisher Allocation

Publisher	CPV	RR	Impressions	Allocation	+/-
A&E Networks	$6.60	0.40%	11,863	1.16%	↓
AMC	$2.68	1.17%	13,450	1.55%	↓
BET	$3.15	0.97%	59,891	6.73%	↓
Column6	$5.83	0.55%	97,092	11.44%	↓
Court TV	$3.34	0.60%	102,246	7.57%	↓
CW	$0.00	0.00%	468	0.06%	↑

Enable Automated Performance Optimization on every CTV campaign

Are you ready to take your company's growth to the next level? It's time to stop guessing and start optimizing with the full power of CTV! To turn on Automated Performance Optimization on your next CTV campaign, talk to your Client Success Manager or contact **sales@simulmedia.com**.