

Elevate your execution on TV

Take your linear and CTV expertise to the next level with Simulmedia

Simulmedia is your trusted TV partner who provides executional excellence and unified reporting across different networks and DSPs. Rely on us to elevate your expertise in linear and connected TV and grow your business.

Simulmedia benefits



Single point-of-contact

Turnkey execution across all linear and CTV publishers. Our data science-driven approach delivers higher yields and better outcomes for each campaign.



Cross-platform invoicing and reporting

Simulmedia's TV+[®] unified platform automates, reconciles and reports on campaigns more transparently and efficiently, saving valuable time and money.



Multi-channel strategic partner

Boost industry knowledge and establish yourselves as strategic partners to your clients. Leverage Simulmedia's linear and CTV expertise to deliver high performing campaigns that increase ROI.

Case Study:

Start of a 5+ year partnership

A leading independent agency brought Simulmedia in to help reduce their **\$40MM** TV client's over-reliance on Direct Response TV, which brought many clearance and operational issues. Simulmedia and the agency convinced the client to lean into more strategic buys in the scatter market, which helped them reach **7.25MM** incremental customers. Over the course of our 5-year partnership, we have helped the agency expand their expertise into CTV.



7.25MM
Incremental Customers

Transform yourselves into linear and CTV experts



Dedicated client success manager

Handle all communication and coordination across publishers and execution of your entire campaign. Simulmedia offers subject matter experts in linear TV, CTV and our TV+ platform, ready to help anytime.



100% transparency

From planning, activation, measurement and campaign optimization, our team partners closely with you on precision audience targeting and builds the most effective and efficient media plan to deliver on all of your KPIs.



Experienced TV veterans

Tap into an agile, customer-obsessed team with hundreds of years of TV experience to ensure you learn something new about the TV industry or your campaign every time we meet.



Accessible, granular data

Log in anytime and dig into granular linear, CTV, or cross-channel data through our TV+ Dashboard and learn what's working best. Get answers and custom analyses from our **data specialists**, who are always eager to assist.

Hit your campaign goals with confidence

When you can find your audience with great precision and efficiency, you'll not only lower average CPMs, but also drive towards your reach, engagement, and even conversion goals with more confidence. [Learn more](#) about TV+, or contact sales@simulmedia.com.