

Engage strategic audiences on TV

TV+® cost-efficiently locates your strategic audiences on linear and CTV



Buying TV using basic demographics doesn't cut it anymore. Brands need to hone in on their strategic audiences based on psychographic, behavioral and geographic attributes, because they are more likely to be in-market for your product and find your message relevant— Simulmedia can help.

Benefits



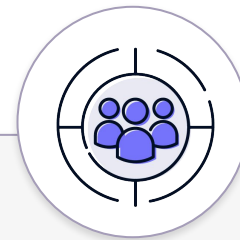
Focus on analyzing insights instead of drowning in data

TV+ eliminates the tedium of data busywork, and lets you focus on the rewarding stuff: learning more about your strategic audience.



Improve time-to-insight

Get to the audience insights you need sooner and optimize faster. TV+ unlocks new opportunities to drive faster growth.



Reach the right people as efficiently as possible

Achieve more incremental reach at lower CPMs through our Insights Dashboards and Plan Builder, all powered by big viewership data and machine learning.

Case Study:

Finding pet owners

Our pet care client's audience is adult pet owners, which is not straightforward to find. They needed help finding their audience across publishers and screens. Using TV+, our client leveraged the power of machine learning on a massive footprint of viewership data to find pet owners in diverse places.

As a result, **the client had 23% more efficient CPV than other retail advertisers, with lesser-known networks performing the strongest for page views and response rate.**

↑ 23%

Efficient
CPV



How TV+ Helps Find Strategic Audiences More Efficiently

Efficiently find audiences

Our **Viewership Graph** pulls billions of consumer signals from 100+ data sets to model the TV viewing habits of 100M+ US households. Our AI forecast future viewing behavior to build the smartest media plan for linear and CTV.

Target audience with max precision

Precision target in dozens of ways to hone in on your audience. In addition, with our pixel, you can take customers who already frequent your site or make purchases and find lookalikes to attract the most promising consumers.

Buy and measure in a unified way

Build linear plans with real-time avails thru **Direct integrations** with 250+ publisher systems. In CTV, achieve unified activation and unduplicated reach reports across a full spectrum of suppliers, like Roku, Hulu, and Netflix.

Achieve more transparency on CTV

TV+'s Content and Genre-level Reports provide more visibility into the shows and genres where your CTV ads appear in. Ascertain that your ads are showing up in brand-safe and brand-aligned places.

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 better drive towards your reach, engagement, and even conversion goals with more confidence.

[Learn more](#) about TV+, or contact sales@simulmedia.com.