

Find Incremental Audiences with TV+ Reach Extender

Simulmedia		Non-Simulmedia	
Budget	\$1,000,000	Budget	\$3,000,000
Impressions	39,108,330	Impressions	106,640,000
Reach	19,652,427	Reach	21,240,000
CPM	\$25.57	CPM	\$28.13
Frequency	1.99	Frequency	5.02
Conversions	68,783	Conversions	29,742
Conversion Rate	0.35%	Conversion Rate	0.14%

As an advertiser, **maximizing reach** is important for driving your goals. However, just increasing ad spend often results in the frustrating experience of repeatedly showing the same ads to the same people, leading to suboptimal results. Simulmedia's Reach Extender solves this challenge by delivering **incremental reach and in-depth reporting across all your streaming spends**.

If your brand is already buying CTV, Simulmedia's Reach Extender can not only give you **a holistic view of your CTV spend performance**, but also **guarantee incrementality and maximize your reach**. Reach Extender makes effective use of your marketing budget by reaching audiences beyond your existing CTV buys and providing **in-depth reporting** across all your streaming spends, helping you achieve better results.

How it Works

- 1 Place our pixel on your creative for your non-Simulmedia CTV buys
- 2 We take those IPs and exclude them from our buying to ensure incrementality
- 3 When an impression happens, we get the IP and other data about the exposure
- 4 We use the data to holistically report delivery and performance across your spend

With Reach Extender you can...



Ensure incrementality. Maximize the impact of your campaigns by getting more reach than you thought possible. Simulmedia finds unduplicated audiences to ensure incrementality.



Get cost-efficient reach. Optimize your marketing budget by focusing on high-impact channels and platforms, ensuring that every ad dollar contributes to meaningful results.



Get a holistic view of your CTV spend. Access comprehensive reporting that shows the performance of all your streaming buys, allowing you to improve your budget allocations with each campaign you run.