

# Measure CTV advertising's impact on your goals

with full-funnel attribution reporting in TV+®

With so many ways to reach your audience on CTV, effectively measuring how a streaming campaign impacts your business goals is more important than ever. CTV's digital nature allows you to link each CTV ad exposure to action deterministically. You can't get that granularity on traditional linear TV!



## Straightforward, one-to-one measurement

Simulmedia's TV+ platform provides full transparency into your campaign's performance against upper- and lower-funnel metrics. Combined with a lightweight tracking integration, TV+ can link any household exposed to a CTV ad to **website visits**, **conversions**, or **app downloads** over any time period. As soon as a campaign goes live, you can **optimize towards your KPIs in real-time**.

## Full-funnel transparency

Track your cost per visit or cost per unique visitor and response rate throughout a campaign to bring **accountability and transparency to your media buy's impact on your goals**.

## Flexible attribution windows

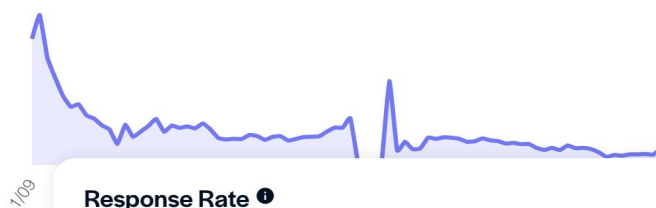
Measure performance against multiple goals, each with distinct attribution windows, giving you the full perspective on CTV's impact on your conversion funnel.

## Optimize Performance

Measure conversions to determine how each dimension drives your KPIs over any attribution window, then optimize for maximum performance.

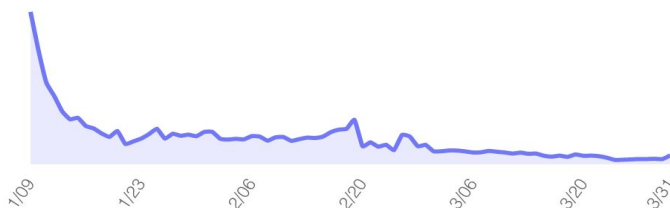
### Metric Performance

**26,275** Universal Pixel Web Traffic **\$2.08** CPV



### Response Rate ①

**1.345%** Response Rate



Publishers			CPV	RR	Metric ↓
	Paramount ...	<div style="width: 20%;"></div>	\$1.61	1.46%	7,434
	Peacock	<div style="width: 15%;"></div>	\$1.77	1.81%	4,730
	AMC	<div style="width: 10%;"></div>	\$3.37	0.88%	2,882
	Tubi	<div style="width: 10%;"></div>	\$1.65	1.72%	2,580
	Samsung Ad...	<div style="width: 5%;"></div>	\$1.41	1.76%	1,727

Applications			CPV	RR	Metric ↓
	EyeQ	<div style="width: 30%;"></div>	\$0.27	8.42%	38,716
	NBCU_STREAMING	<div style="width: 15%;"></div>	\$0.41	7.61%	12,333
	Samsung TV Plus	<div style="width: 15%;"></div>	\$0.31	8.91%	11,025
	Tubi	<div style="width: 10%;"></div>	\$0.26	10.55%	7,954
	Philo	<div style="width: 10%;"></div>	\$0.46	5.42%	6,581
	Unknown	<div style="width: 5%;"></div>	\$0.37	6.73%	4,731
	samsungtvplus	<div style="width: 5%;"></div>	\$0.39	6.85%	4,015
	Pluto TV	<div style="width: 5%;"></div>	\$0.40	7.11%	3,357

## Granular impact measurement

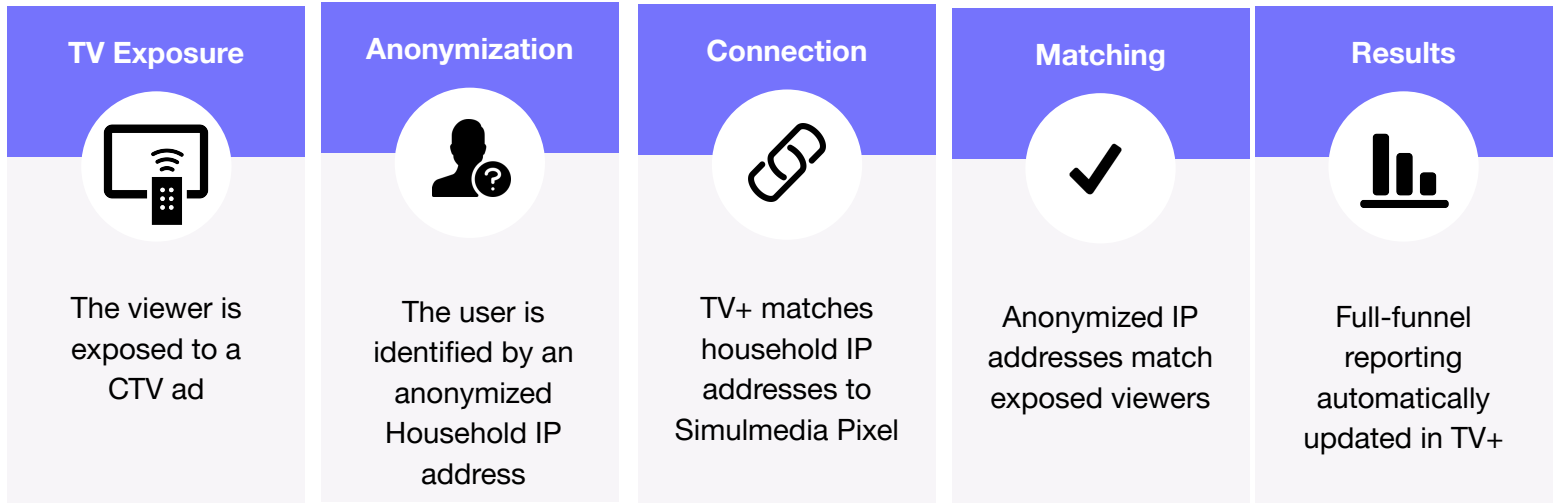
View conversions by a range of key attributes: streaming services & apps, creatives & creative lengths, device types, OEMs, and timeframes.

## Track mobile app conversions

Through integrations with AppsFlyer and Kochava, you can measure mobile app installations and events driven by ad exposures from your CTV campaign, with the same granularity and timeliness as web traffic events.

## How it works

1:1 Measurement to demonstrate CTV's impact on performance



----- An attribution window can be anywhere from 1-60 days ----->

## Launch campaigns in minutes across 250+ TV and streaming integrations

Simulmedia can quickly build a customized proposal for you with as little as \$100k – a fraction of the significant budget commitments typically required to run at-scale TV campaigns. To get started, contact us at [sales@simulmedia.com](mailto:sales@simulmedia.com).