

Drive Performance with Data-Driven Linear TV

Simulmedia's data-driven Performance TV® offers agile opportunities that extend beyond low CPMs to ensure sustainable scaling and broad audience reach for performance marketers.

Why Data-driven Linear over Direct Response?

Simulmedia's Performance TV, with insights and audience guarantees, delivers a mature, scalable, and sustainable performance program. Our holistic data-driven linear (DDL) approach balances efficiency with upper-funnel expansion, ensuring continuous high-response audience discovery and lower-funnel optimization, delivering long-term improvements in CPVs and CPAs—an ideal choice for growth-oriented marketers.

Key Benefits

1. Unlock Growth with TV+ Precision Targeting and Plan Optimization

Target high-response segments with precision, beyond basic demographics. Lookalike modeling expands reach, setting up marketers for sustained growth.

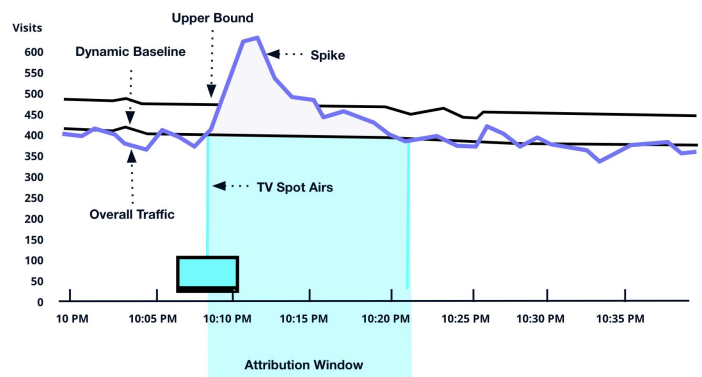
3. Swiftly Attribute Linear TV to Digital Success

Efficiently assess TV spots! Link linear TV airings to household device traffic with Spike-level Analysis. Deep insights re-allocates budgets based on success indicators, including lower-funnel actions occurring within 28 days after the campaign ends.

2. Launch on Time, Every Time with Automated Integrations

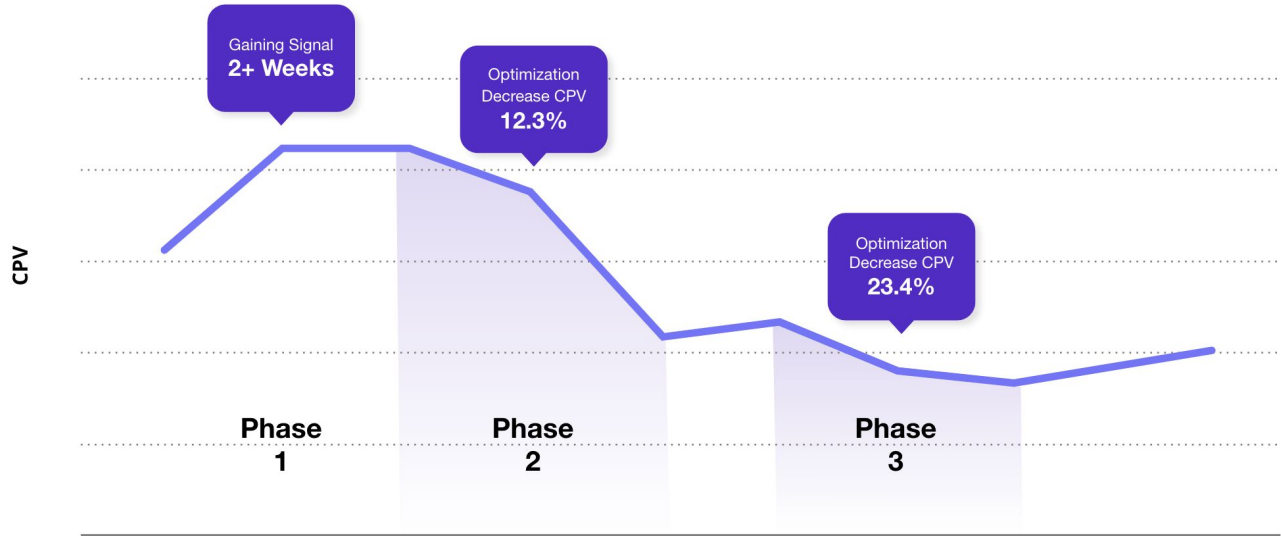
Ensure timely launches with high clearance rates and pre-negotiated prices. Simulmedia guarantees on-time launches for your reach-optimizing campaigns.

Tie anomalous spikes in visits to linear TV airings within tight attribution windows



Measure TV's true impact

Unlock true TV impact on KPIs with Incremental Lift for Linear TV, linking TV exposure to digital outcomes. Optimal frequency guidance enhances TV ad effectiveness without overfrequency.



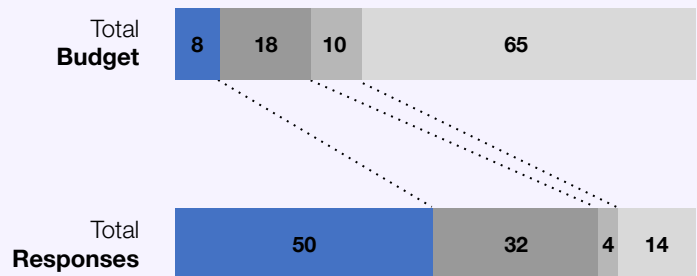
Achieve and sustain low CPVs driven by linear TV over time

Cruise line success: AI-targeting triumphs over index-based buy

Simulmedia's AI-driven strategic audience focus outshined index-based buys on cable, local, and national broadcast in a cruise line campaign with minimal budget. Achieving double the customer web visits at a 3.5x lower cost per response compared to cable, Simulmedia delivered remarkable efficiency and impact.

Simulmedia delivered **50% of the responses** with less than **10% of TV budget**

- Simulmedia
- Local
- Cable
- National Broadcast



Maximize growth and unleash full-funnel agility

Simulmedia Performance TV delivers an agile approach that brings swift optimization, lower costs, and a robust performance toolkit. Ready to unlock growth, realize an impressive ROAS and achieve full-funnel scalability? For more information contact us at simulmedia.com/request-demo or info@simulmedia.com.