

Use CTV to drive sustainable growth with Performance TV®

Savvy performance marketers grasp the need to address every funnel stage. Performance TV strategically broadens CTV campaigns, spanning awareness to acquisition, fostering lasting growth and boosting scalability.



Key benefits



Full-funnel approach

Effectively and efficiently scale by feeding upper funnel with high-response targets and retargeting site visitors in the lower funnel.



Enhance CTV attribution

Track digital events, choose ready-made reports, or leverage 3rd-party options to ensure precise TV-driven conversion analysis.



Prove the incremental lift

Performance TV's Incremental Lift Studies verify CTV impact conclusively by isolating CTV's impact on conversions. Set up effortlessly within one interface for in-depth insights.



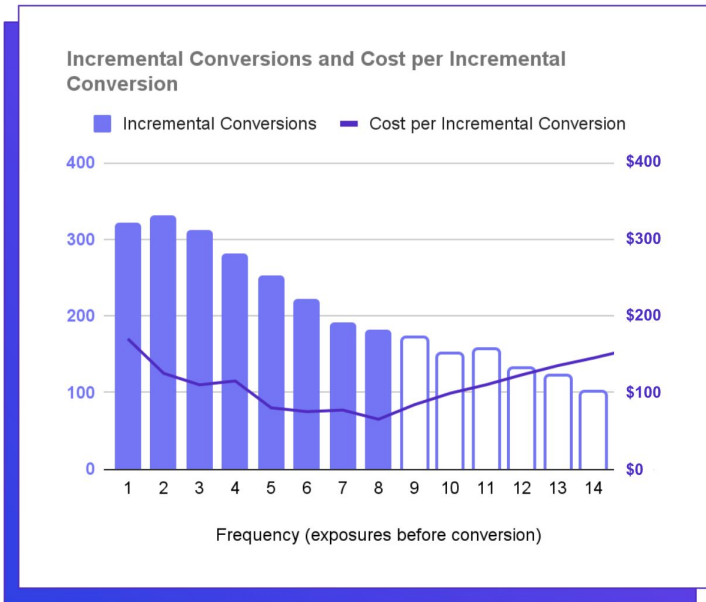
Optimize CTV with confidence

Confidently optimize CTV budgets with our Automated Performance Optimization (APO). Transparency, control, and enhanced performance comes standard.

To be the industry's most transparent APO engine, APO provides full insight into its budget allocation decisions

Publisher Allocation

Publisher	CPV	RR	Impressions	Allocation	+/-
A&E Networks	\$6.60	0.40%	11,863	1.16%	↓
AMC	\$2.68	1.17%	13,450	1.55%	↓
BET	\$3.15	0.97%	59,891	6.73%	↓
Column6	\$5.83	0.55%	97,092	11.44%	↓
Court TV	\$3.34	0.60%	102,246	7.57%	↓
CW	\$0.00	0.00%	468	0.06%	↑



Manage CTV ad frequency

Take charge of CTV ad frequency with our Optimal Frequency Analysis and discover the ideal balance to avoid overspending and maximize performance.

Scale CTV strategically

Benefit from our pre-negotiated deals, reduced competition, cost savings, and flexible structures, ensuring a strategic and cost-effective expansion strategy.

Monster's CTV performance boost

Monster, an online employment solution, leveraged TV+'s Automated Performance Optimization, to achieve a 25% cost reduction in upper-funnel metrics (CPUV) and a 63% cost drop in lower-funnel metrics (CPA for Unique Job Application Starts).

LEVERAGE DIRECT DEALS WITH 100+ PREMIUM CTV PUBLISHERS



Turn CTV into a dominant performance channel

Simulmedia's Performance TV delivers long-lasting growth and scalability for growth marketers by turning CTV into a performance channel on par with paid search and social. To learn more, connect with us at simulmedia.com/request-demo, or at info@simulmedia.com for more information.