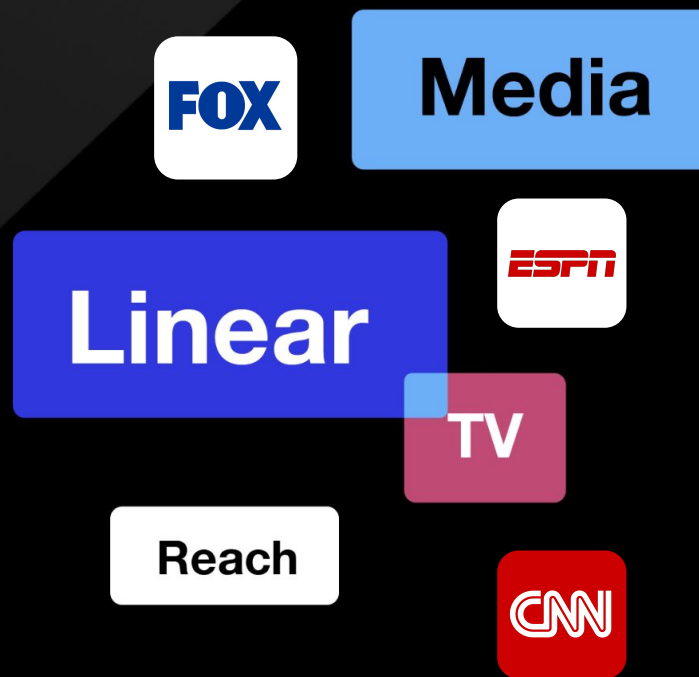


Amplify existing buys

Target untapped audiences on linear with a strategic complementary buy

Simulmedia's Linear Reach Extension strategically complements major upfront and existing investments, targeting unreached audiences, managing frequency and ensuring a broader and more effective media spend



Benefits

Leverage Simulmedia's patented AI to complement existing buys to expand reach and precisely target unreached parts of your strategic audiences.



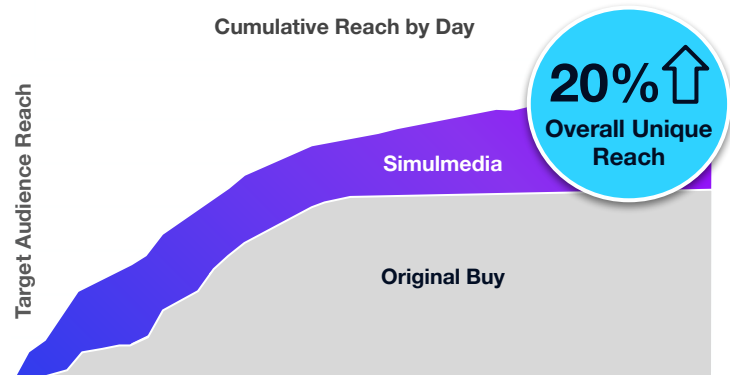
Broaden Your Upfront Campaign

Traditional TV ad buys often run on auto-pilot, leading to inefficient spend. Consider reallocating 10-20% of budget to a Simulmedia extension campaign. We'll find unduplicated audiences to complement any campaign, maximizing impact and reach.



Overcome the Limitations of Upfront Buys

Simulmedia enhances upfront media buys by reaching new audiences, ensuring campaigns exceed expectations and boost audience engagement and market penetration.



Complement your Upfront or linear commitment

An independent study of 70 Simulmedia incremental reach campaigns **delivered an average of 20% incremental reach, reaching 44% of daily audience using just 13% of the budget.**

Unique side-by-side reporting compares your current and Simulmedia campaigns

TV+ Holistic Media Report

| | | |
|--|---|--|
| Simulmedia Impressions 464,828,689 <small>317,994,488 proposed</small> | Simulmedia GRPs 255.54 <small>174.82 proposed</small> | Simulmedia Reach 50,355,921 <small>33,150,530 Unduplicated</small> |
| Non-Simulmedia Impressions 161,889,188 | Non-Simulmedia GRPs 89 | Non-Simulmedia Reach 30,728,879 <small>13,523,489 Unduplicated</small> |



Provide your media plans and let Simulmedia find your audience across new times and places. Redeploy 10% of your budget to fresh networks with our Precision Targeting, escaping reach plateaus and boosting your incremental reach.



Facing a 'use it or lose it' budget scenario? We look at your existing media plan and use AI to build optimized media plans that find audiences you're unlikely to reach with the current plan. And we'll get it live in just a week.

Amplifying Reach:

A CASE STUDY ON THE POWER OF STRATEGIC EXTENSION

A nationwide moving and storage company partnered with Simulmedia to broaden their reach among **adults aged 35+.**



Providing their post-logs, the client leveraged Simulmedia's extension campaign to complement their existing direct linear network buys.

With \$620K spend, Simulmedia reached 46.7M viewers — achieving 1.23x the reach of the original \$800K buy while using only 77% of the budget.

Spot-level attribution showed a **4.5x higher engagement** rate from Simulmedia spots, slashing the cost-per-visit by 88%, showcasing superior precision and cost efficiency in their advertising efforts.

Expand reach effectively with Simulmedia's Linear TV Reach Extension, tailored to enhance your advertising precision and results. [Request a demo](#) or contact info@simulmedia.com.