

AUDIENCE INTELLIGENCE



Fast Facts

Over a thousand consumer audience attributes available, including:

- Comcast first-party data
- Experian demographic
- Polk car registration, dealer loyalty, purchase predictor

Sample audience attributes include:

- Automotive ownership (or in-market for a new vehicle)
- Age/Gender
- Child Presence/Age
- Education/Occupation
- Mortgage/Loan/Insurance
- Mosaic Segmentations
- Purchase Behaviors
- Education/Occupation
- Marital Status
- Household Size
- Magazine Subscriptions

Overview

Audience Intelligence from Effectv combines rich consumer insights and household-level ad exposure data in the local TV marketplace. The platform is designed to deliver increased accountability through the introduction of audience-based Planning, Reporting and Analytic resources that move the industry beyond the limitations of traditional age/gender performance metrics and methodologies.

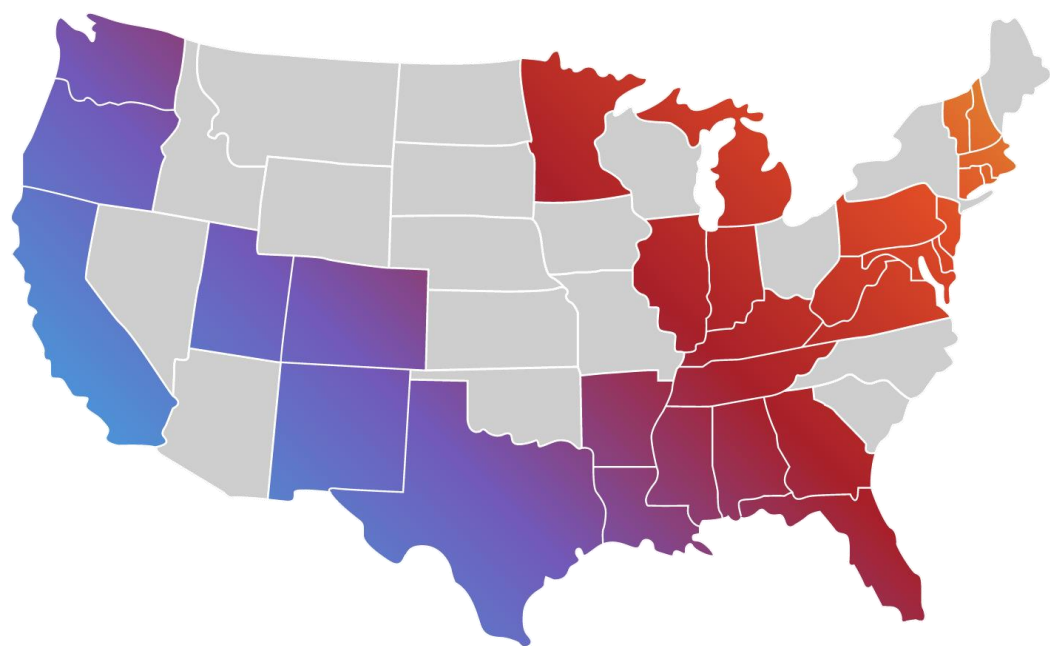
Campaign Planning, Reporting and Analytics

Audience Intelligence Planning combines local commercial ad exposure with rich consumer data to identify those networks and dayparts that deliver optimal audience delivery.

Audience Intelligence Reporting provides post-campaign target audience delivery metrics such as Impressions, Reach, Frequency and Unduplicated Reach

Audience Intelligence Analytics delivers optimization insights by network and daypart in order to improve the efficiency of future investments

Available within entire Comcast footprint



For more information, please visit www.effectv.com