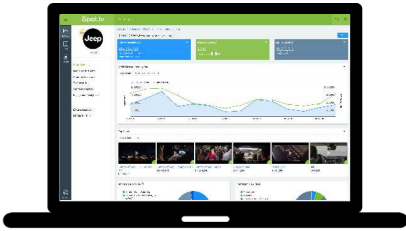# iSpot.tv

TV AD MEASUREMENT
FOR DISRUPTIVE BRANDS

Bring TV Strategy & Control In-House

Attribute & Optimize TV on business outcomes

Media Measurement

Real-time competitive, impression and attention measurement of creative + media, leveraging 11M Smart TVs

TV Conversion

Digital-like TV attribution against upper and lower funnel KPIs. Powerful and predictive analytics for lift and conversions of creative & media

Clients CRM, POS, Analytics & Other Data

LiveRamp
an acxiom company

ORACLE
DATA CLOUD

neustar

Adobe

experian

salesforce DMP

Integration

Unlock advanced capabilities including segment integration, unified MTA, offline KPIs, and exposure-level data

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TV Ad Measurement for Disruptive Brands