AS SEEN ON TV

MEDIA KIT

INDEX.

OUR APPROACH

Our advertising approach is designed to maximize campaign effectiveness by delivering messages across every screen. Our multi-part equation begins with a comprehensive, holistic method to identify and target desired audiences. By using viewer data to inform strategy, we ensure advertisers get the most out of every campaign. Then, we report results, prove our impact, and optimize

Our dedicated media experts reinforce this approach by using advanced targeting capabilities and applying smarter data analytics. Our experts can help advertisers optimize campaigns in order to guide viewers through the marketing funnel from awareness to purchase. By doing so, we help businesses make the most of their budgets and achieve their marketing and advertising goals.
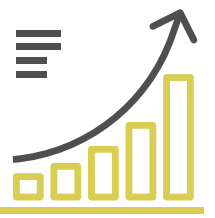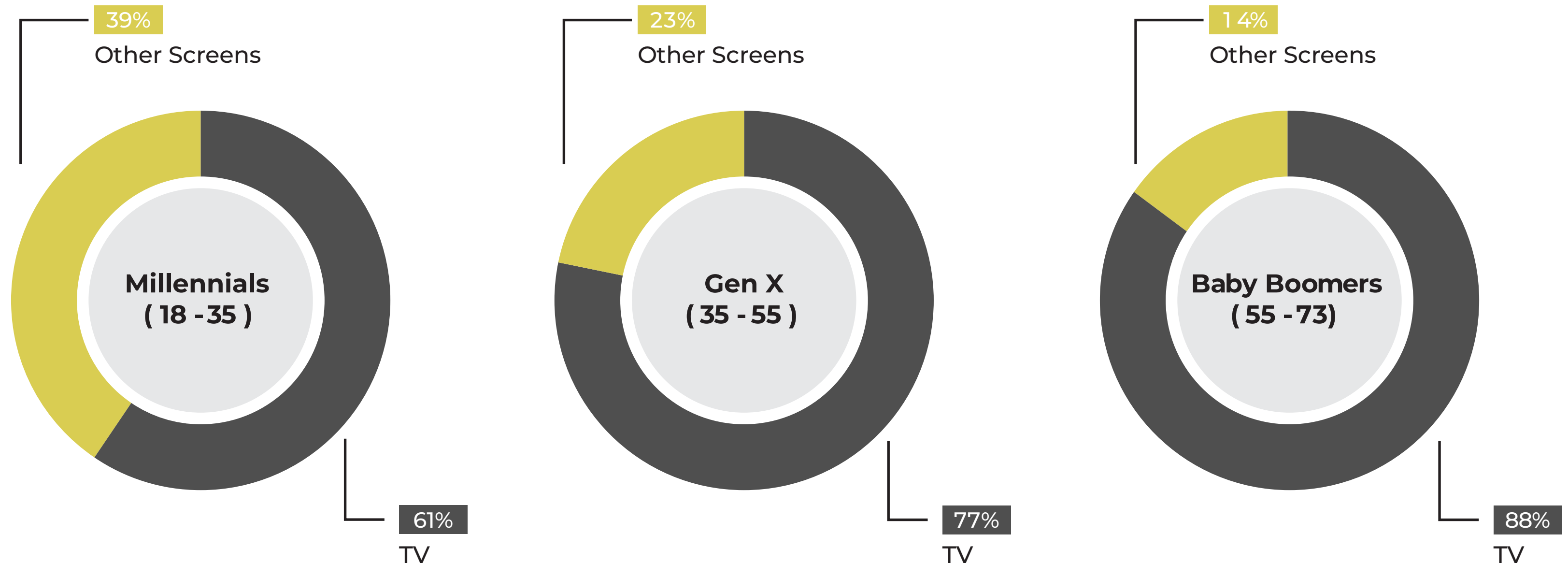
FINDING   **TARGETING**   **REPORTING**   **PROVING**

YOUR CUSTOMERS ARE
WATCHING MORE VIDEO

AS SEEN ON
TV

39%
Other Screens

**Millennials
(18 -35)**

61%
TV

23%
Other Screens

**Gen X
(35 - 55)**

77%
TV

1 4%
Other Screens

**Baby Boomers
(55 -73)**

88%
TV

While majority of time spent viewing video content is still on traditional television sets, we are seeing *time spent with video on other screens continues to grow.*

PRECISE ACCURACY WITH ONLINE ADDRESSABLE TARGETING

Proprietary first-party data matched with best-in-class third-party data connects you with your most valuable consumers, where they live

Benefit

▶ **Power your media campaign**
We know the houses that have our high-speed internet services, and we partner with data providers to learn attributes of these homes that you can use to target and maximize your spend

▶ **Increase reach and frequency**
Extend your TV campaign messaging across multiple screens online and deliver to the SAME HOME

▶ **Targeting capabilities of direct marketing**
Combine the interactivity and immediacy of online advertising to target the most qualified potential customer

▶ **Reduced fraud and invalid traffic**
monitors for fraudulent activity to ensure you are reaching real humans and not bots
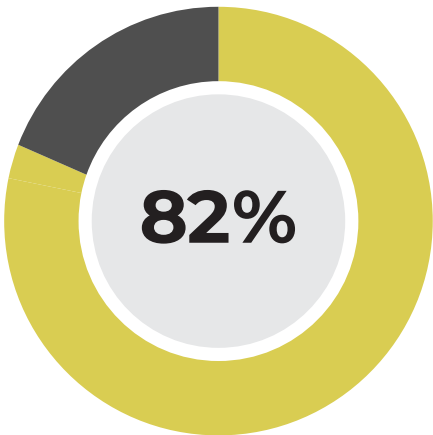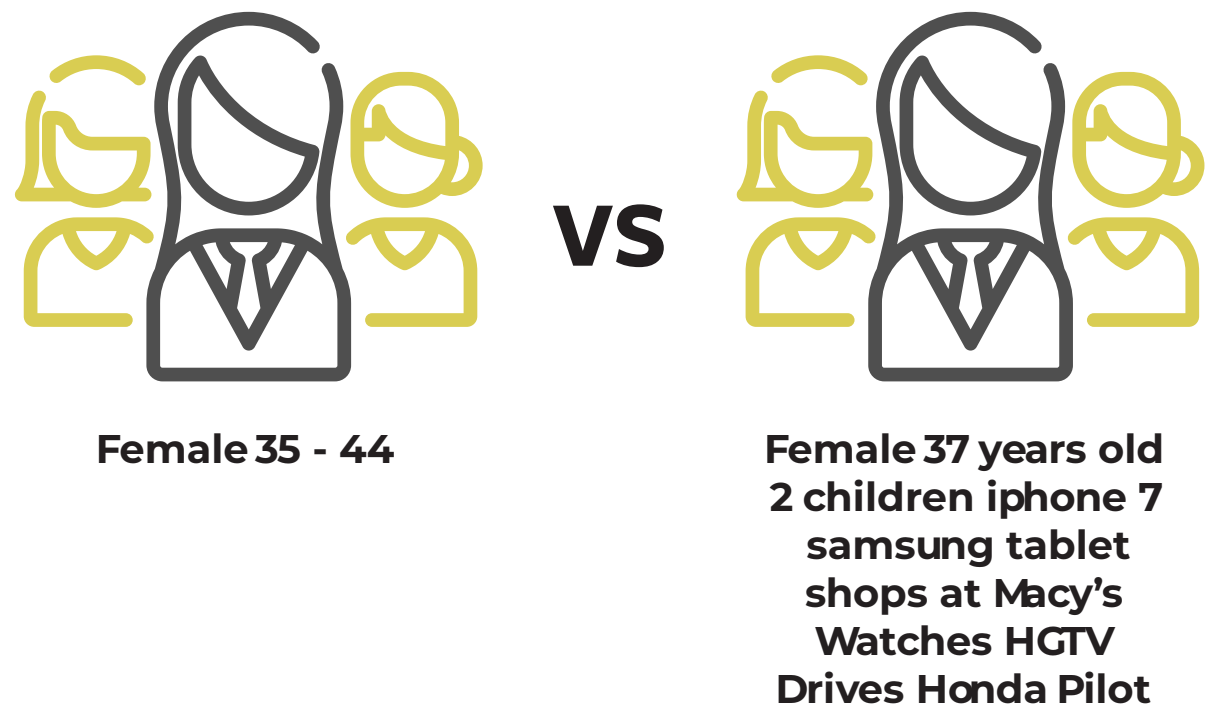
Features

▶ First-party data layered with high quality third-party data that provides greater geographic accuracy

▶ A more precise, effective way to target your audience in the desired geography based on ethnicity, income, and other household level demographic data

Your target audience is more than a demographic

Our targeting options combined with the power of data give you the advantage

Female 35 - 44

VS

Female 37 years old 2 children iphone 7 samsung tablet shops at Macy's Watches HGTV Drives Honda Pilot

82% Of ad agency professionals cited ability to target both by data and context is the optimal scenario for digital ad effectiveness
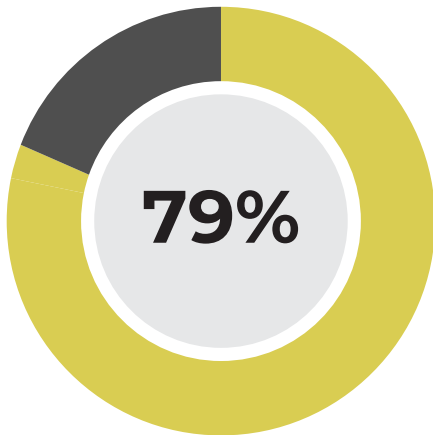
79% Of ad agency and client side marketers feel audience targeting based on first-party data is becoming more important

Targeting options

Targeting begins with first reaching your online audience based upon where they are and how they spend their time online

Geographic Targeting
Target the exact same geography as your TV campaign and connect to you online audience with precision and accuracy.

Audience Interests
Choose audience interests to reach consumers online alongside content they are currently purchasing on TV

Demographic Targeting
Select demo targeting by age, income, gender, race and marital status

FINDING THE RIGHT AUDIENCE

The most effective advertising campaigns are informed by data. That's why we use data-driven solutions to find clients' target audiences and help them focus on the markets that matter most to their business.

1. Audience Intelligence

Audience Intelligence solution uses detailed, household-level data to target client audiences. Our data is paired with thirdparty data to provide anonymized insights on geography, demographics, and psychographics*

▶ **DATA FROM**

20%
million set-top boxes

30+
third-party data providers

2. Geographic Scalability

Precise geographic data and targeting capabilities give advertisers the ultimate scalability and flexibility. Based on the unique needs of each business, we can deliver ads to specific neighborhoods, across multiple cities, or nationwide. We can even deliver locationbased variations of the same ad. With this approach, advertisers can deliver hyper-localized messages to different audiences, and potential customers see the message most relevant to them.

Clients can select any of our 500+ primary market area (PMA) zones to target their message at the ZIP code level. Together, these zones form 79 designated market areas (DMAs) that advertisers can use to target audiences at the city and regional levels.
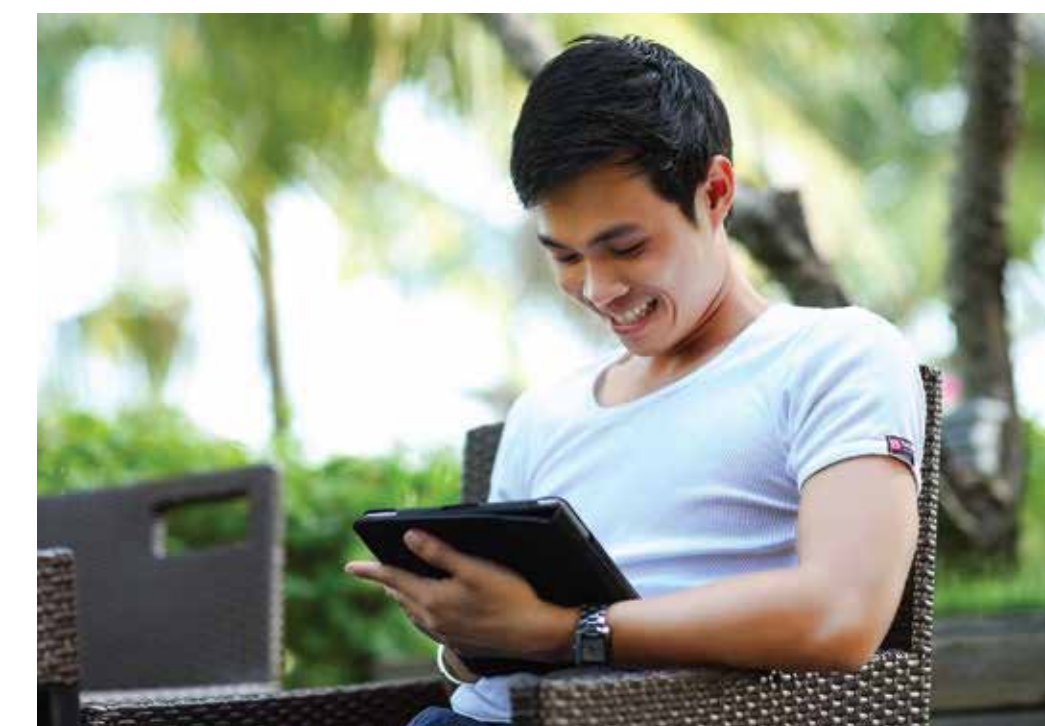
Through this interconnect system, advertisers can deliver their message at a national level with the simplicity of working directly with.

FAST FACT

9 OUT OF 10
consumers travel 20 minutes or less for common purchases

▶ **MYTH:**
ADVERTISERS KNOW WHAT THEIR CUSTOMERS WATCH

▶ **FACT:**
HOUSEHOLDSWATCH AN AVERAGE OF 13 NETWORKS PER MONTH, AND THETOP FIVE AD-SUPPORTED CABLE NETWORKS ACCOUNT FOR LESS THAN 15% OF LINEAR VIEWING TIME

DIGITAL ADDRESSABILITY TARGETING OPTIONS

Targeting begins with first reaching your online audience based upon where they are and how they spend their time online

Geographic Targeting

A direct connection to your online target. Delivered with precise accuracy to cable subscribers. Your message will reach the right eyeballs with greater efficiency

- DMA
- TV Zone
- Zip Code*

Interest Targeting

- Automotive
- Business
- Dating
- Education
- Entertainment
- Family
- Fashion
- Finance
- Gadget/Technology
- Gaming
- Green
- Health
- Home Owners
- HR/Recruiters
- Jobs
- News
- Pets
- Political
- Real Estate
- Retail
- Sports
- Travel
- Weather
- Wedding

Demo Targeting

- Teen
- Male
- Female
- Age 18 -24
- Age 24-34
- Age 35-54
- Age 55+
- Low HHI
- Mid HHI $60K-$150K
- HHI > $150K
- African American
- Asian
- Hispanic
- Married No Children
- Married w/Children
- Single

Specific Interest

- Arts & Entertainment
- Home & Garden
- Renter
- Registered Voters

   (add $3 for data)

PREMIUM

DIGITAL VIDEO

Premium Digital Video advertising enables brands to efficiently and accurately connect with millions of potential customers online. Targeting viewers based on geography and content, advertisers can reach their audiences through brand-safe, high-caliber content across apps and sites like Yahoo, ESPN, Business Insider, and Tubi. Advertisers can place their message in pre-roll or mid-roll video, exclusively in professional-quality video content. We offer hundreds of custom-created audience segments in a range of categories to provide clients with effective targeting opportunities.

Premium Digital Video impressions delivered by device across all Spotlight DMAs/zones22
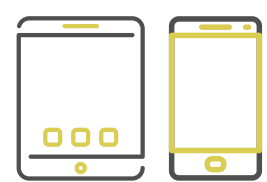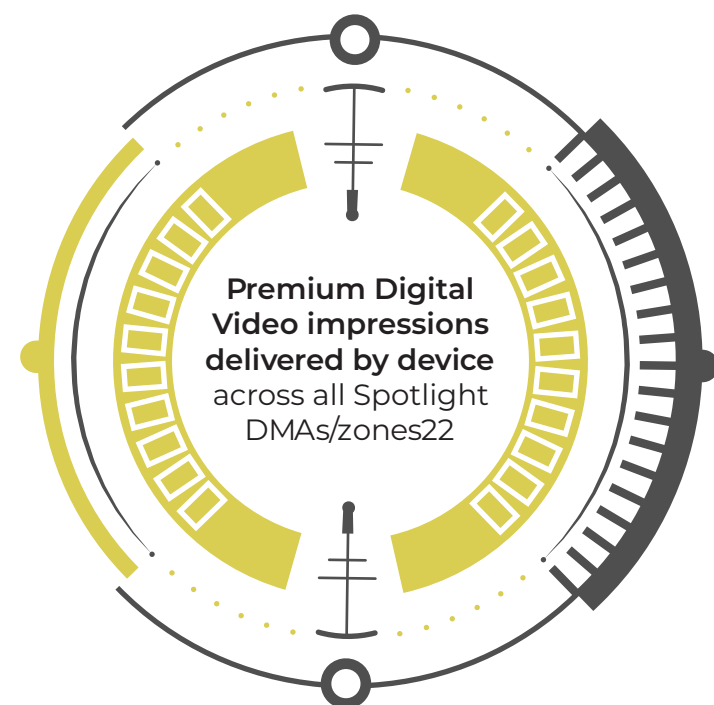
45% MOBILE OR TABLET

44% DESKTOP OR LAPTOP

11% CONNECTED TV

PREMIUM DIGITAL TV

Premium Digital TV enables advertisers to engage with customers watching TV and long-form digital programming on any device. Whether viewers are watching content on a network website, through an app, or through Xfinity On Demand, brands can deliver messages to millions of potential customers, targeting them based on geography and video content. This helps advertisers put their message in front of cord-cutters and cord-stackers, as well as those who have never subscribed to cable or satellite TV.

9%
DESKTOP OR LAPTOP

15%
MOBILE ORTABLET

47%
CONNECTED TV

30%
SET TOP BOX VOD

REPORTING AND ANALYTICS

We utilize the latest research and tools to provide advertisers with important insights into how to effectively target customers.

ADVANCED REPORTING METRICS ◄
Access advanced campaign performance metrics 24/7.

BRAND LIFT MEASUREMENT ◄
Quantity the true impact of display campaigns beyond the click

CITY AND SITE-LEVEL TRANSPARENCY ◄
Ensure advertisers reach their audience on brand-enchancing websites.

A/B TESTING ◄
Determine the most effective means to reach a target audience.

GEOFENCINGDATA ◄
Utilize precise latitude/longitude data to maximize quality exposures and minimize waste

SCREENSHOT AUTOMATION ◄
Provide verification of quality ad placements in action.

PROVING OUR IMPACT

AS SEEN ON TV

Video advertising can produce results at every stage of the buyer journey, driving brand awareness as well as consideration and intent to purchase. Our IMPACT Campaign Insights reports can show these full-funnel effects for individual campaigns, giving clients confidence that their advertising makes a difference.
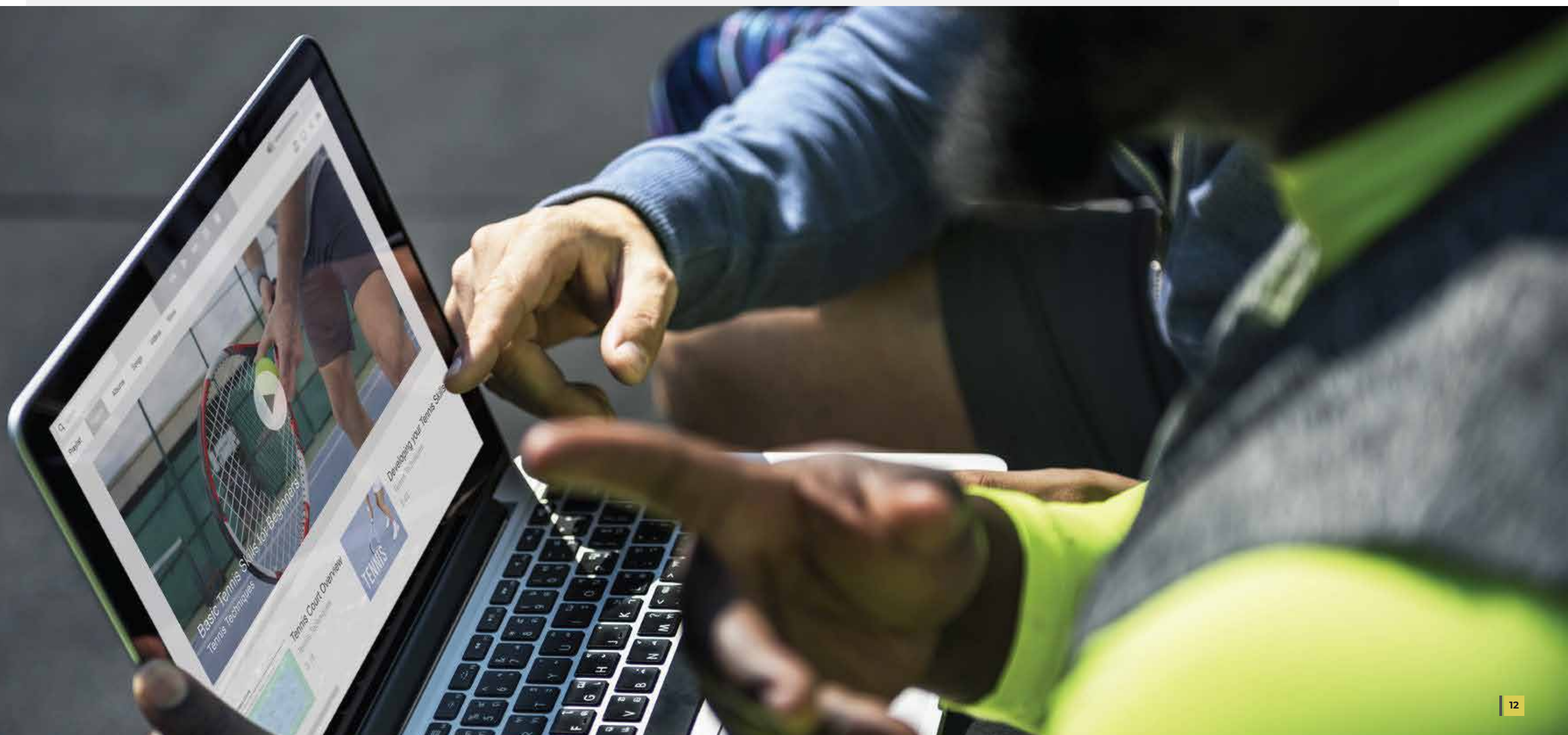
WEBSITE

www.asseenontv.pro

AS SEEN ON TV

OUR SOCIAL MEDIA

f @AsSeenOnTV.pro

🐦 @ASONTVpro

📷 @AsSeenOnTV.pro

in /AsSeenOnTV.pro

FIND US

📍 6250 Coral Ridge Drive Suite 200
Coral Springs, Florida

📞 +1 813-414-5439