

4SCREEN REPORT

Cross-screen reports for truly converged measurement

Today's fragmented media landscape demands comprehensive and converged measurement. Amobee's 4Screen is the first-ever report to provide unified insights across TV, CTV, desktop, and mobile, enabling advertisers to increase investment efficiency, reduce cross-screen overlap, and drive incremental reach.

Converged measurement

Measure all four screens together to gain insight into your cross-screen campaigns.

- **Validate campaign performance:** Understand cross-screen reach and frequency gained through holistic activation in the Amobee Advertising platform.
- **Set a new standard:** Leverage common metrics across screens to ensure that investments optimize reach with every impression.
- **Key takeaways:** Identify the point in your campaign where digital overtakes linear as the most efficient source of incremental reach.

Actionable investment insights

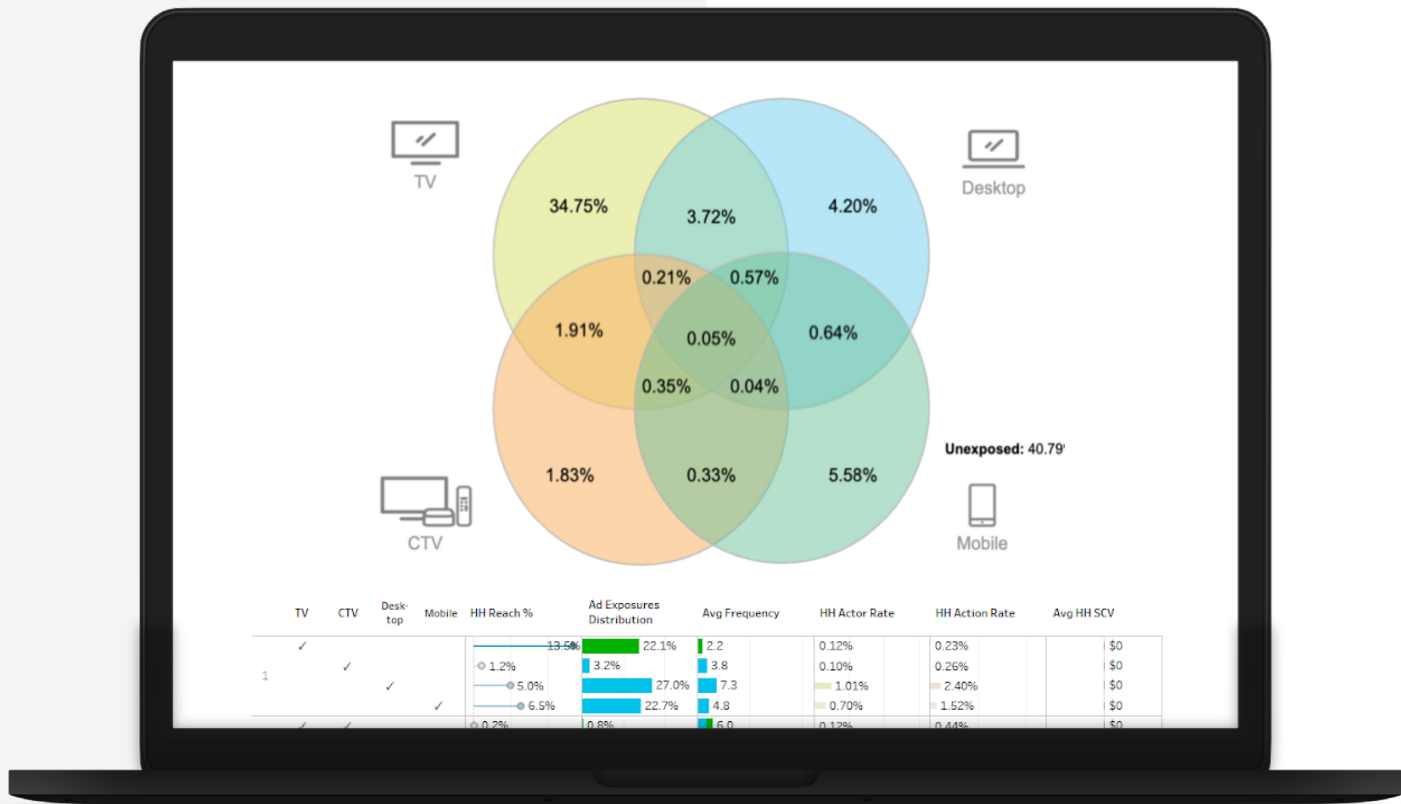
Pull back the curtain on your linear TV and digital spend to uncover new opportunities.

- **Achieve cross-screen clarity:** Reveal areas of overlap across your entire campaign with comprehensive deduplicated reach reports.
- **Navigate convergence with confidence:** Gain assurance that holistic campaigns are complemented by best-in-class converged measurement.
- **Bridge the gap:** Incorporate a unified approach to planning, activation, and measurement across linear and digital with ease and control.

Data-driven optimization

In-flight reporting that provides actionable intelligence to inform budget optimizations.

- **Maximize reach:** Drive scale and efficiency by leveraging 4Screen reports to inform cross-channel reach strategies with data-driven insights.
- **Manage frequency across screens:** Access cross-screen frequency insights to determine the ideal rate at which to target your audience.
- **Measure overlap:** Expose the screens where your media is under- or over-indexing against your audience, and respond with agility.



How it works

- 1. Measure linear viewership:** Amobee identifies where a linear TV campaign has aired and who it has reached using Smart TV ACR* technology.
- 2. Measure digital viewership:** Linear TV exposures are then associated with digital airings on CTV, mobile, and desktop by matching Amobee-activated digital spots to the IP addresses of linear-exposed households within the Smart TV ACR universe.
- 3. Bridge the gap:** This method of linking linear and digital enables the identification of cross-screen overlap by determining viewers who were reached on multiple channels or devices through the application of common reach and frequency metrics.

**Automatic Content Recognition (ACR): Technology that captures what people are watching on connected devices such as Smart TVs*

Who can benefit

- 1. Advertisers** can have confidence that their cross-screen efforts are complemented by best-in-class measurement reporting that solves for the increasingly fractured media landscape in which they operate.
- 2. Agencies** can demonstrate their value to clients by providing greater clarity into their cross-screen investments and decisioning.
- 3. Broadcasters** can showcase the value of their cross-screen inventory by highlighting incremental reach that can be attained by purchasing CTV and other digital activations alongside their linear reserves.

Execute your cross-screen campaign with confidence in the scale, reach, and efficiency of your activation with Amobee 4Screen measurement reports.