

4SCREEN

Cross-screen reporting for truly converged analytics

Today's fragmented media landscape demands comprehensive and converged reporting. Amobee's 4Screen is the first-ever report to provide unified insights across TV, CTV, desktop, and mobile, enabling advertisers to validate the performance of their cross-channel campaigns.

Converged analytics

Measure all four screens together to gain insight into your campaign's total unique reach.

- **Validate campaign performance:** Understand linear-digital 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 deliver optimal 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 cross-screen reach, frequency, and household action reporting.
- **Navigate convergence with confidence:** Gain assurance that your holistic campaigns are complemented by best-in-class reporting and analytics.
- **Bridge the gap:** Incorporate a unified approach to planning, activation, and analysis across linear and digital with ease and control.

Data-driven learnings

In-flight reporting provides actionable intelligence that can inform budget allocation.

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

How it works

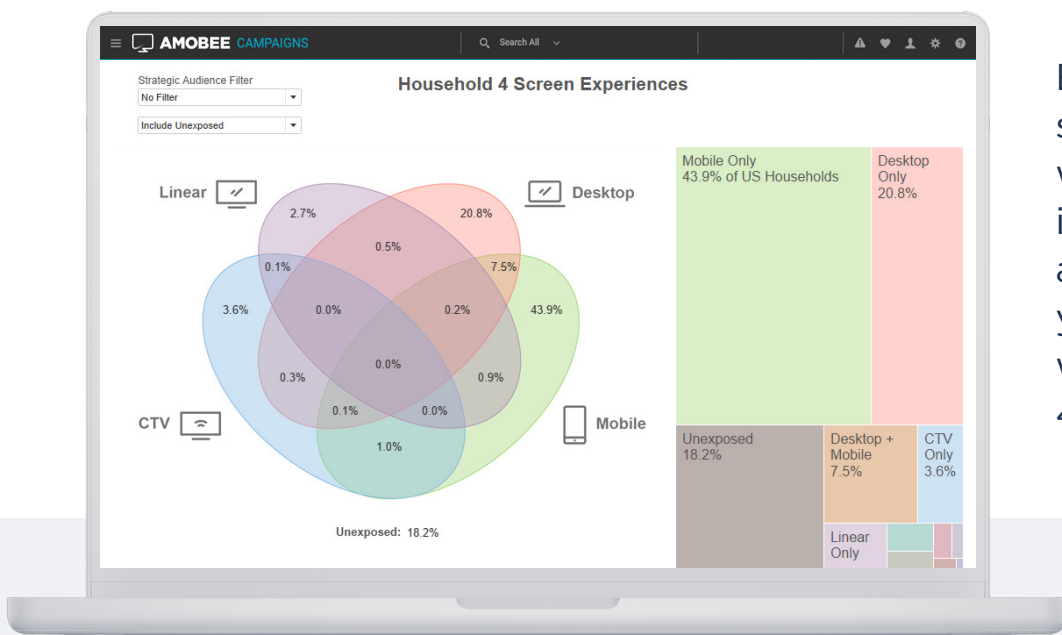
1. Track linear viewership:

Amobee identifies where a linear TV campaign has aired and who it has reached using Set-Top Box (STB) data from a variety of MVPDs across the country.

2. Capture digital exposure:

Linear TV exposures are then associated with digital airings on CTV, mobile, and desktop by matching Amobee-activated digital spots or tagged media to the IP addresses of linear-exposed households within the STB 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; common metrics are then modeled to the US Census.



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

Who can benefit

Advertisers

Advertisers can have confidence that cross-screen efforts are complemented by best-in-class reporting that solves for the increasingly fragmented media landscape in which they operate.

Agencies

Agencies can demonstrate their value to clients by providing greater clarity into cross-screen investments and decisioning.

Broadcasters

Broadcasters can showcase the value of cross-screen inventory by highlighting incremental reach that can be attained by purchasing CTV and other digital activations alongside linear reserves.