



TV AMPLIFIER

# Make the most out of your TVC spots with Amobee

Exclusive partnership with **Singtel**

Powered by our exclusive partnership with Singtel TV, Amobee TV Amplifier is your strategic solution that bridges traditional TV buys and digital media, maximising return on your TVC spends.

## The converged solution across TV and Programmatic

The first Adtech company to incorporate deterministic TV data, Amobee packs new capabilities in targeting and retargeting to become a truly omnichannel solution for you.



### DID YOU KNOW:

1

Major brands still rely on TV to reach audiences at scale, but reach typically plateaus at 75%.

2

Linear TV inventories are not available programmatically - only with a cross-channel solution can you expand the reach to that last 25% of the audience.

3

Retargeting on TV audience is one of the most effective way to maximise your brand recall.

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### Retargeting

Improve ad recall and tilt purchase decision by retargeting exposed TV audience.

### Audience Extension

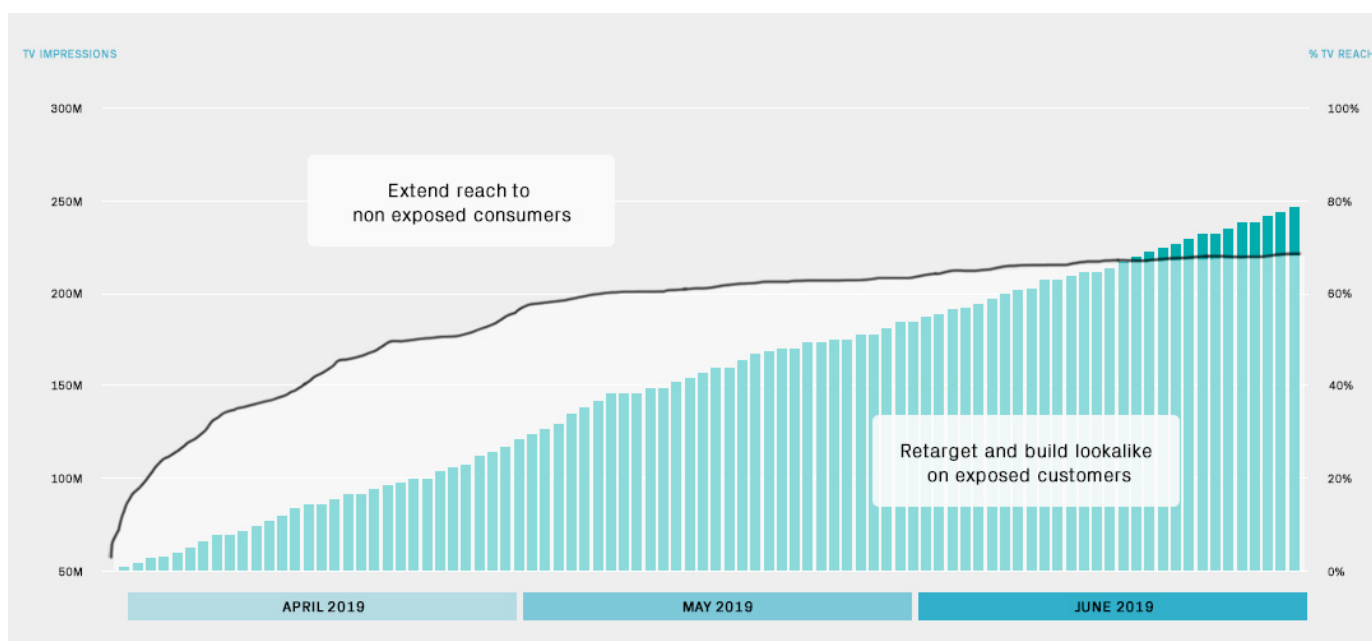
Maximize media dollars efficiency by extending reach to unexposed TV audience and managing frequency across digital devices.

### Prospecting

Expand valuable audiences by targeting look-alike segments built from TV audience.

### Drive Viewership

Drive more users to tune-in by targeting historical viewers of a program or similar programs.



Maximise brand recall and expand your reach with Amobee TV Amplifier.