

## TRUE REACH PLUS

Get a full story of your video buys across linear and digital TV

True Reach Plus, powered by Amobee and Samsung Ads, enables advertisers to understand the unique reach, co-viewer reach and audience demographics of their video campaigns across both linear and digital TV.

### What is True Reach Plus?

True Reach Plus is a new measurement and reporting solution that provides advertisers with the direct reach of their ads viewed in linear and digital TV, along with co-viewer and demographic reach.

The solution utilises Amobee's technology and Samsung's TV ACR data from over 1.8 million TVs in Australia.

### How it works

- Samsung uses Automated Content Recognition (ACR) to identify content by matching snippets against a reference library of nearly everything that's on TV.
- It is then combined with Amobee's True Reach data - a deterministic panel of 6.9 million households - to get a full story of the advertiser's TV buys.

### Key Benefits

Use True Reach Plus to understand your video campaign's effectiveness to inform optimisations.

- Access to converged TV metrics (Linear and CTV)
- Australian distributed panel across geo & demo and income
- End-to-end demographical insights of viewers
- Customisation options available

