LINEAR TV PLANNER

The most sophisticated linear TV reach optimization tool in the industry

Linear TV Planner, underpinned by allocation-based decision science, is purpose-built for media investment in supply-constrained inventory. Deduplicate your target audience and build a comprehensive, optimized, market-ready linear schedule.

Invest smarter

Get more value from smarter, data-enabled media investments.

Amobee can help by:

- Enabling you to succeed in a fragmented marketplace where you need both data & technology.
- Providing a powerful optimization engine that turns waste into value.
- Allowing you to manage frequency and reach across networks by planning your linear TV more holistically.
- Using smarter technology to maintain audience reach and performance despite rising media costs.
- Optimizing your investment throughout the entire buying cycle.
- Putting the power back in your hands.

Objective-based targeting

Inputs

Audience targeting (including 1PD and 3PD), objectives, constraints, and planning parameters customized to your clients’ investments needs.

- Upfront planning.
- Outcomes-based planning.
- Weekly reach planning.
- Upfront-aware scatter planning.
- Brand portfolio planning.
- ADU selection.
- Fluidity deal allocations.
- Hold to order re-optimization.
- Options optimization.
- In-quarter optimizations.
- Scatter optimizations.

Outputs

Actionable and deduplicated output that takes into account advertiser objectives, constraints, and planning parameters at a very granular level of detail.

Contact us: solutions@amobee.com