CTV ALLOCATOR
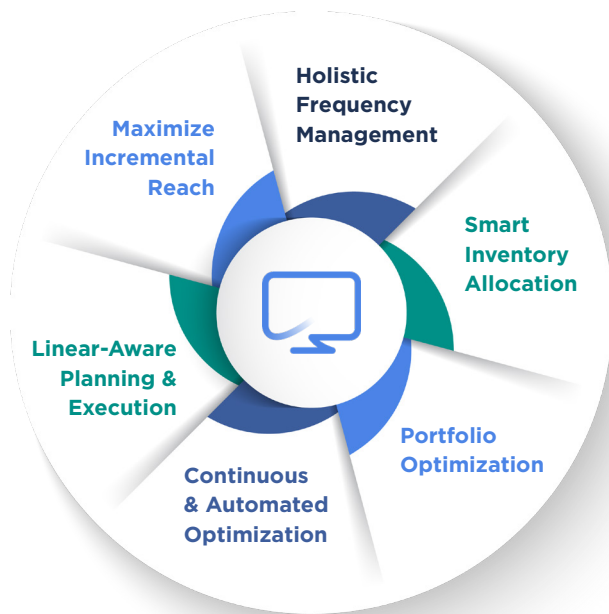
Unify, plan, optimize, & activate linear-connected premium digital video

CTV Allocator, an advanced video unification tool, is purpose-built for media investment teams to navigate their supply-constrained video holistically. Plan and activate your digital video all in one place to get greater impact and insights from your entire premium video investment from linear through digital.

Make your premium video investments smarter

- Holistic Frequency Management
- Smart Inventory Allocation
- Portfolio Optimization
- Continuous & Automated Optimization
- Linear-Aware Planning & Execution
- Maximize Incremental Reach

Use cases

Activate Strategic Targets
Bring your own data (1st or 3rd party) or utiilize Amobee's onboarded data.

Strategic Target Incremental Reach Forecasting.
Predict on-target reach of digital direct CTV against any linear schedule (future or historical).

PG, PMP, and Direct Supply Unification.
Minimize excess frequency and overlap of your direct and programmatic CTV supply.

Pre-Flight Allocations.
Allocate placement level digital plans against your unified supply space, with all advertiser objectives and supply rules met.

In-Flight Portfolio Optimization.
Leverage creative rotation rights and variable fill capabilities to execute optimized campaign and ensure delivery.

Cross-Screen Reporting
Strategic target reach reporting across TV, CTV, desktop, and mobile.

Getting started is easy! All we need from you is your linear TV buy details. That's it. With your data and our technology, we'll find the most optimized solution for maximizing value across all of your video buying.