

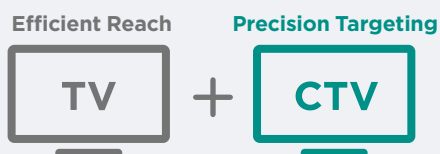
## HOLISTIC OPTIMIZATION OF LINEAR AND CTV

# Maximize reach with converged Linear and CTV planning

Linear TV and Connected TV are the perfect complement to one another, but most often planned in silos, limiting the potential impact of each. Amobee can holistically optimize Linear and CTV campaigns to maximize the reach of each individually, and collectively.

### The current landscape

With traditional TV consumption fragmenting across screens, advertisers are turning to CTV to balance the reach of Linear TV with the precise targeting of CTV.



Yet Linear TV and CTV are often planned in silos, with each having little or no idea of who the other medium is reaching or what measures of success they are held to. This leads to campaign overlap and inefficiency.



Without holistic optimization, reach is compromised and budgets are wasted.

**Amobee can help.**

### Amobee's converged solution

#### Optimizing Linear:

- Traditionally planned, demo targeted, TV campaigns miss pockets of valuable inventory to reach Strategic Targets.
- Through Amobee's Advanced TV platform, inefficient Linear inventory can be reallocated to increase reach or concentration of Strategic Target audiences.

#### Optimizing CTV + Linear:

- CTV campaigns planned without awareness of Linear TV are likely to reach previously exposed TV viewers. This adds expensive frequency to cross screen campaigns, but not reach.
- Identifying and targeting consumers unreached through TV campaigns adds effective reach through a converged approach to planning and buying CTV.
- The result? More efficient reach from TV. More efficient reach from CTV. And maximum reach from both.