

1 What's on TV?

Complete TV Index

Server-side indexing of all TV programs and ads in real time, across 200+ broadcast networks and OTT services, through a combination of advanced machine learning techniques

2 What are people watching?

Real-Time TV Audience Data

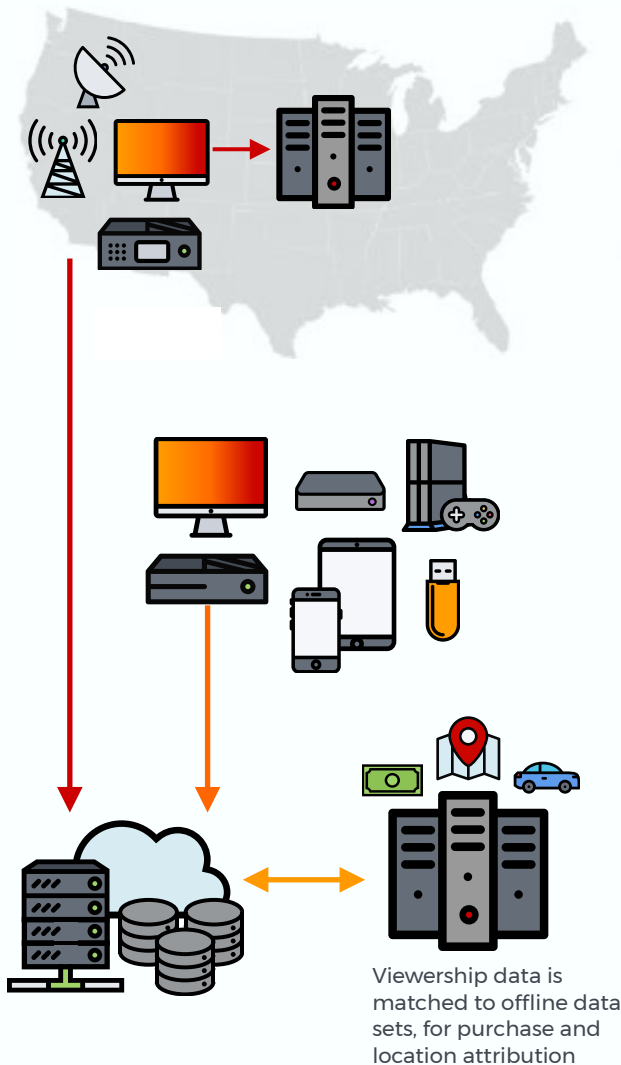
34 million households report real-time viewership and ad exposure data to Alphonso

3 How did my ad perform?

Intelligent TV Data Engine

Our TV index data is matched to viewership data, creating unique, premium audiences and one-to-one marketing opportunities for brands

Alphonso TV Data Cloud



Alphonso TV Data Cloud Services



Alphonso Campaign Management System

Alphonso TV Data Cloud

1-to-1 TV Ad Retargeting

TV Audience Retargeting

Extend TV ad campaigns to verified audiences on premium mobile apps and websites, for audience retention, conquering, increased reach and frequency



Brand Insights and Attribution

Always-on, self-serve campaign measurement for ad performance, brand lift, competitive analysis, closed-loop attribution and more



TV Recommendations

Personalized TV recommendations based on individual user profiles, viewing habits and trending content; for mobile app providers and Smart TV OEMs

