

TV-to-Digital Retargeting

Extending your TV Media Buys to Mobile & Web
With the Industry's Largest TV Viewership Data Set



Alphonso enables brands to engage their TV audience across all the devices they use, in an engaging, brand-safe fashion. Our core TV viewership data set comes from 15 million U.S. households opted in on smart TVs and connected living room devices.

That's massive scale for understanding which shows and ads have been watched, skipped or missed. It's the most robust TV viewership data set in the industry, powered by Alphonso's patented Video AI technology, which is embedded in a broad range of smart TVs. Be certain your intended audience, or your competitor's audience, sees your brand message.

15 million households report TV viewership data to Alphonso

TV Extension

Sync & retarget viewers of your brand's TV ads across mobile & tablet, with device-level frequency extension (inc. frequency capping and zero frequency).



Conquesting

Reach extension via granular targeting of devices exposed to competitors' ads. Sync & retarget viewers of ads from anyone in your category. Gain share of voice by using competitors' spend against them.



TV Content Targeting

Pinpoint viewers of any TV show or network, even non-ad supported content. Reach viewers of premium channels and OTT services like HBO, Hulu, Amazon Prime, Showtime, and others.



TV Tentpoles

Target viewers of any sporting event, election, or awards show. Extend sponsorships of TV tentpoles to digital. Activate around TV tentpoles even if budget is restricted, or you are locked out on-air.



Reach Video Gamers and In-Home Movie Audiences

Alphonso's Video AI, which combines machine learning, image recognition, logo detection, video and audio ACR (automatic content recognition), closed captioning and more, also detects video games being played in the home, as well as premium movies being watched on demand; so brands can activate media against specific titles.



AMOBEE



theTradeDesk

Flexible Media Activation

Activation is available for video and display as a managed service, programmatically through any DSP, and across social platforms including Facebook, Twitter, Instagram and Snapchat.



Modeling Methodology for Programmatic and Social Activation

For activating TV data programmatically and through social platforms, Alphonso builds a blended targeting segment, which combines both deterministic and modeled data using the largest seed TV data set in the industry. We have built a proprietary look-alike model that uses a variety of signals related to consumer behaviors. This includes over 40 different types of attributes such as demographics, location (zip + 4), apps and websites being used, entertainment content usage, shopping behavior and visitation data.

“Vying to shake up TV advertising”

WALL STREET JOURNAL

“Documenting how audiences in a rapidly changing entertainment landscape are viewing television and commercials”

The New York Times

Contact Alphonso to learn more.

Contact:
Mark Gall
Chief Revenue Officer
mark.gall@alphonso.tv