

MEDIA ANALYTICS

TAVANT ANALYTICS PLATFORM

- › Data Management
- › Consumer Analytics
- › Campaign Measurement
- › Content Analytics
- › Omnichannel Media Planning

Data Management

- > Omnichannel TV viewership data with digital impressions and consumer purchase behavior
- > Radio listenership measurement for broadcast and streaming
- > Guide data development
- > VOD, IPVOD & SVOD data management and measurement



Consumer Analytics

- > Audience research and segmentation
- > Behavioral & demographic analysis enabling programmatic and advanced advertising
- > Predictive & prescriptive analytics for planning
- > Geo-specific media buy
- > Content engagement analysis



Campaign Measurement for Advertisers

- > Campaign performance measurement and optimization
- > Ad creative performance analysis
- > Predict campaign outcomes



Omnichannel Media Planning

- > Media plan optimization
- > Ad spot optimization
- > Cost of impact and conversion
- > Consolidated reporting across various ad platforms

