



Reaching TV Audiences Across Online & Mobile Video

Videology's TV AmplifierSM couples the Nielsen Online Panel with Nielsen's TV Ratings Panel to build customized audience segments based on panelists' TV and online viewing behaviors. This crossover panel gives advertisers the ability to better plan their online audience targeting strategies based on their offline broadcast ad spend.



Verifying and Optimizing Demographic Ratings

Through months of research and development, Videology has created a proprietary protocol to optimize its video universe specifically for campaigns using Nielsen's Online Campaign RatingsTM or comScore validated Campaign EssentialsTM, ensuring more effective delivery, customized for each advertiser's objectives and budgets.



ROI Attribution Tracking Automotive - CPG - Retail

Through first-to-market partnerships with major data providers, Videology can connect in-stream video advertising, as well as mobile in-stream video and display advertising, to specific offline purchases. Advertisers are now able to determine how many users who saw an advertisement actually purchased the advertiser's product and how different engagement metrics influenced sales.



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THE LEADER IN CROSS-SCREEN TARGETING MEASUREMENT & ACCOUNTABILITY