

Advanced TV Advertising Solutions

Bring data-driven targeting into TV advertising

With Epsilon's Advanced TV Advertising solutions, you'll add unique segments to your linear or addressable TV campaigns for more targeted audiences and measurement. Use your first-party data or Epsilon's unique third-party data to go beyond age and demographics, with robust audiences—such as beauty consumers and previous purchasers—and tie the campaign's performance, or impact on intended behavior, back to those specific audiences.

CUSTOM DATA SOLUTIONS



Travel: Find and target your competitors' most loyal guests and travelers and measure how much they spend with your brand.



Retail: See where your customers and prospects spend their money, with our transactional data and card swipes at merchants.



Restaurants: Use consumer purchase behavior to identify and target your or your competitors' customers, and measure visit frequency and average order value.



Auto: Benefit from non-modeled auto data that's sourced from aftermarket touchpoints—not DMV data.

Learn more:

TVDataHotline@epsilon.com

CUSTOMIZE & OPTIMIZE YOUR REACH WITH SMART TARGETING

Data-Driven Linear TV

Nobody knows your customers like you do. Plan your buys using actual customers, or conquest your competitors with our MarketView segments. We know exactly who shops with your competitors and will work with our TV Network partners to place ads on the shows a custom audience watches. At the end of your campaign, determine your linear TV ad spend effectiveness by measuring households who saw an ad and then made an offline purchase. Go beyond modeled panel data by using real transactions to measure Return on Ad Spend (ROAS) so you can see your campaign's value.

Addressable TV

Target the right households and know every impression is delivered to the households you want to reach. Our targeting options enable precise targeting on TV, enabling your TV campaign to better align with your digital, mobile, direct mail and/or email campaigns—creating an “omnichannel” effect. Post-campaign attribution analysis enables comprehensive measurement, so you'll know the value of every dollar you spend.

ACTIVATE ACROSS PLATFORMS

TV Networks

NBCUniversal, Viacom

Addressable Providers

AdCuratio, Altice, Comcast, DISH/Sling TV, AT&T/DirecTV, Ampersand, Spectrum, Verizon, Xandr NAC

WHY EPSILON

Unique data

Our many data sets allow you to create more targeted, relevant audiences for your brand—either on its own or combined with your own first-party data. We use observed behavior, not models, to know more about who consumers are, what they buy and care about.

We offer:

- More marketing transactional data than any other company, allowing you to conquest from at least three competitors at a time
- Proprietary self-reported data with unique interest and behavioral information

Scale

Our granular, scaled solution is built across a comprehensive database of transactions, financial institutions, individuals and merchants for unbiased targeting and measurement. You'll get complete views of almost 123M households across their offline activity, with the industry's largest set of consumer data—validated by third-party review.

Omnichannel enablement and activation

If we already house your data, we'll make it available for TV targeting with our privacy-compliant, first-party onboarding. Extend the reach of your direct marketing and digital campaigns onto TV, without new technology or process investment, and understand your marketing's impact across all your channels.