TiVo XTEND™ CTV

EXTEND THE REACH OF YOUR TV ADVERTISING CAMPAIGNS

Research shows that the major walled-garden streaming platforms account for only 58% of big screen viewing. TiVo Xtend CTV, a device-agnostic solution, provides the opportunity for marketers to reach not only that 58%, but the additional 42% of the streaming audience as well.

Access premium CTV inventory, layered with Xtend Audiences, the industry's most representative linear TV viewership data, to achieve incremental reach and frequency beyond broadcast and cable.

END-TO-END SOLUTION

- Build custom audiences with TiVo's second-by-second deterministic set-top box data, and first- and third-party data
- Activate against those audiences on the big screen down to the household level, eliminating the waste of traditional TV
- CTV placement in over 200 premium, network-quality channels across 30+ million households
- Provide advanced reporting with insights that can be used to optimize future campaigns

DATA SOLUTIONS TO REACH YOUR AUDIENCE

- TiVo's deterministic set-top box data, from 20 MVPDs across all 210 DMAs, not limited to walled gardens
- Third-party data sources such as Experian, LiveRamp, Neustar, Acxiom, Polk, NCS, Kochava, Oracle, Adobe, and PlaceIQ
- Advertiser first-party data: CRM lists or client segments housed with data provider
- Commingle data sets, for example energy drink consumers who watch live sports

ADVANCED REPORTING AND TRANSPARENCY

- Conversion: Sales and website visitation
- Lift analysis: Sales, website visitation, and brand perception
- Incremental reach from CTV
- Impressions distribution by channel

HOW CAN TIVO XTEND HELP?

Extend Reach
- Efficiently add CTV households to your MVPD addressable campaigns
- Target consumers who were unexposed or lightly exposed to your linear campaigns
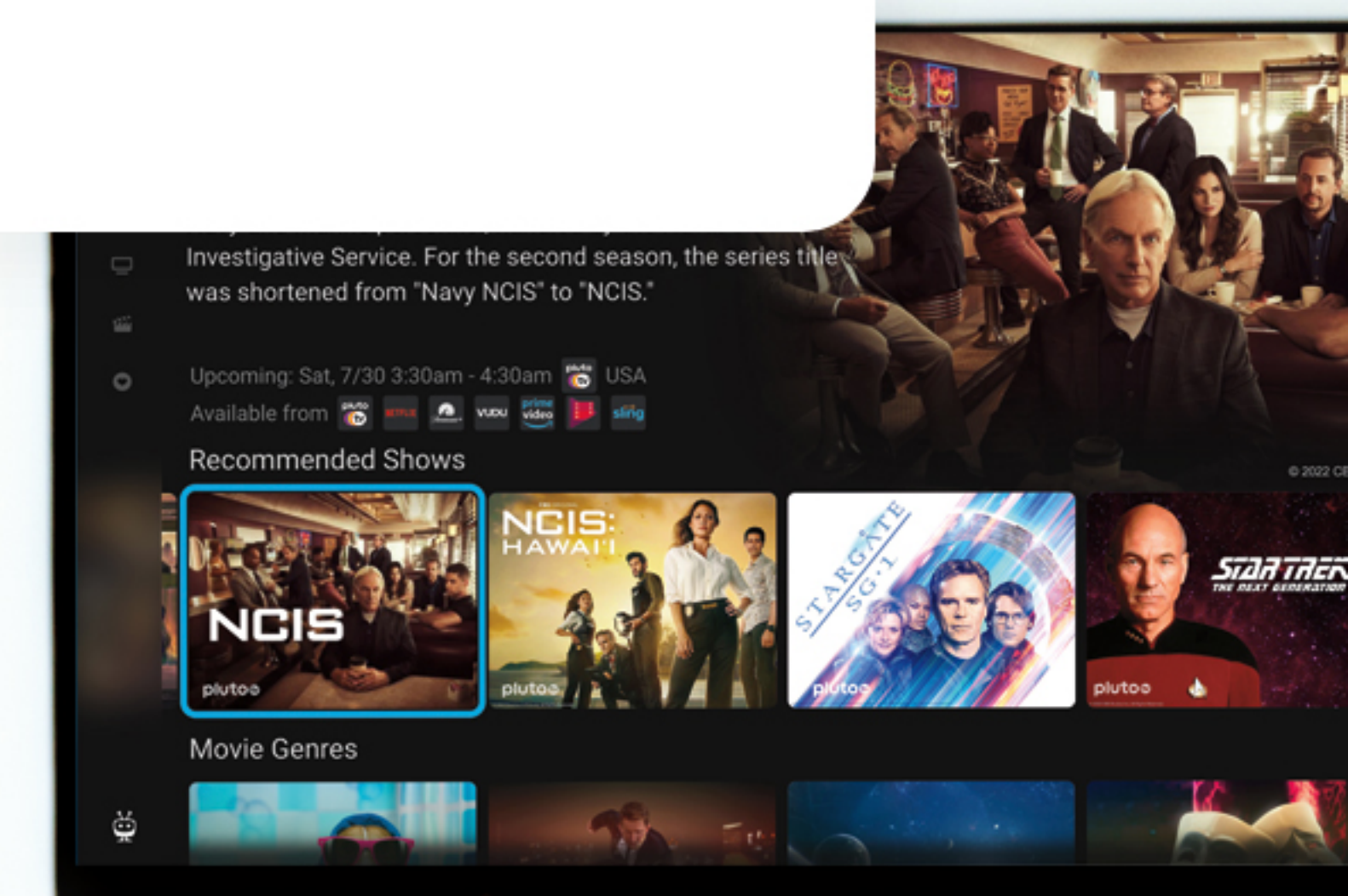
Affinity Targeting
- Reach viewers of specific genres or programming in other content they watch

Competitive Conquesting
- Retarget consumers who saw your competitor's ads

Amplify Frequency
- Reengage viewers who saw your ads for incremental frequency and additional messaging

For more information: business.tivo.com | getconnected@tivo.com