

HOME TV SYNC

MAPMYAUDIENCE MOBILE DIGITAL INTEGRATION



TV SYNC



OUTDOOR

MOBILE

RADIO



VOD



MAPMYAUDIENCE TARGETING USING HOME TV SYNC

TV SYNC OPTIONS

Extend reach and reinforce message at relevant key moments

Sync all relevant **Keywords** and **competitors'** TV ads when they run on TV with **YOUR** ad



BENEFITS :

- Retarget a Qualified Audience who has interacted with your brand to increase reach across channels
- Driving qualified/targeted visitors to your website directly after your TV commercial.
- Higher **BRAND SCORES**. The message of your TV commercial is amplified online.
- Increase in **UNIQUE REACH**. Reach people watching your competitors' TVCs or haven't seen your TV ad.

THE SECOND

SCREEN IS BOOMING



TV SYNC

45%

USAGE WHILST WATCHING

TV SYNC



90%

DURING AD BREAKS

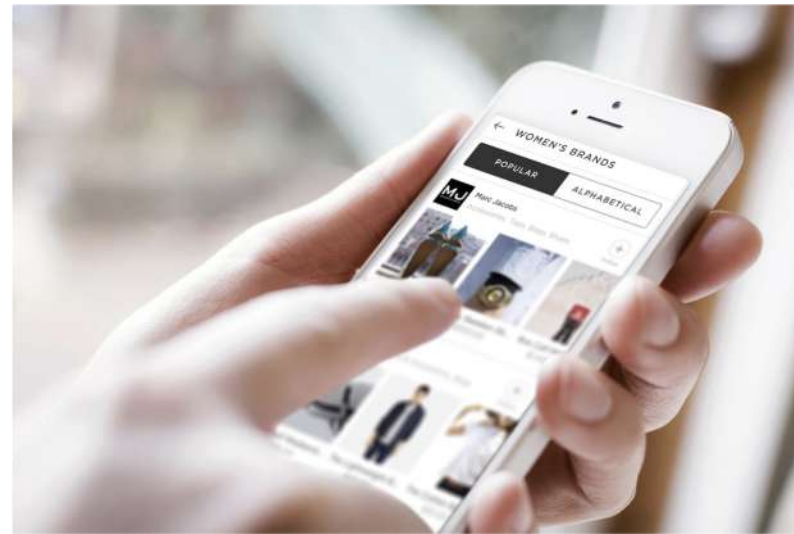
TV SYNC



82%

Of mobile and online purchases
happen when watching TV or relaxing

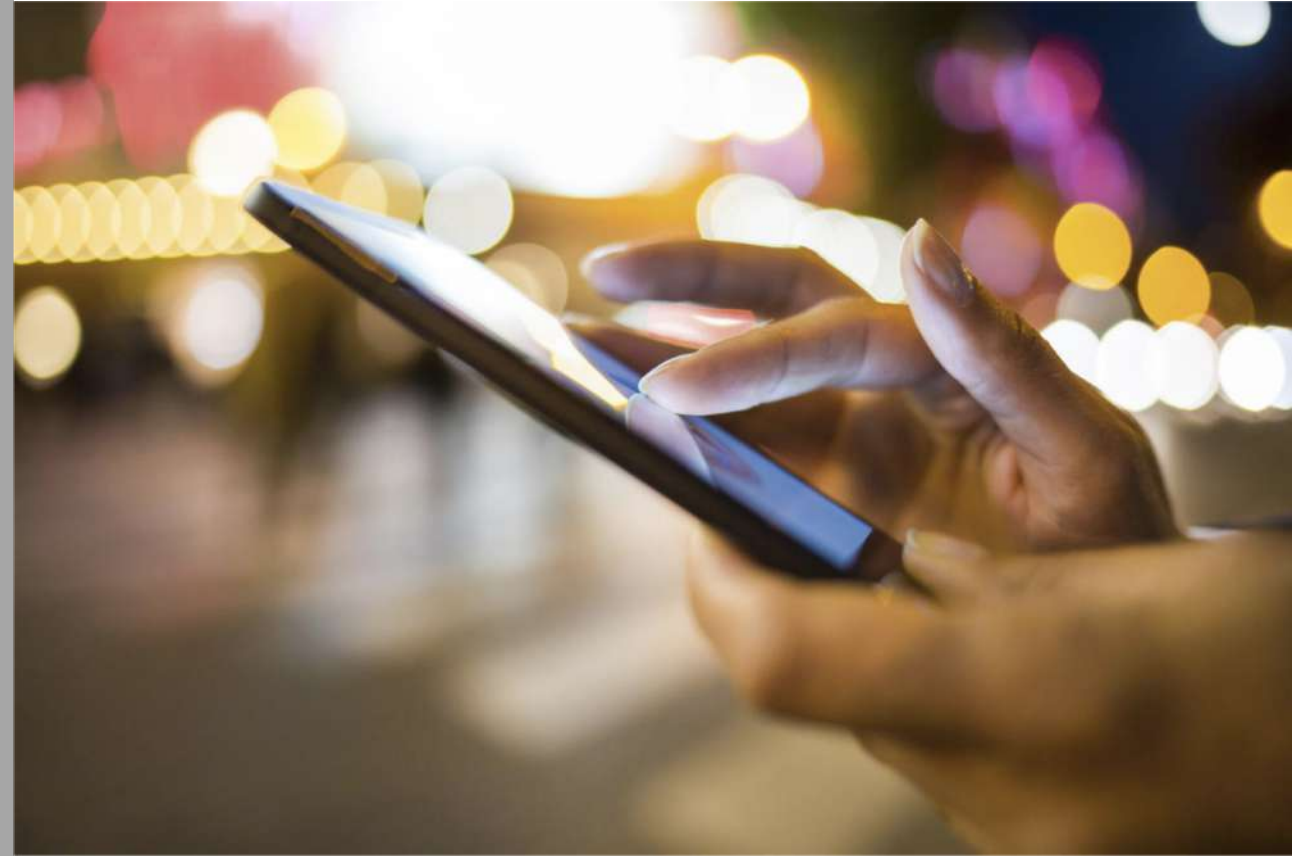
TV SYNC



OLD SCHOOL EMOTION

NEW AGE MEASURABILITY

TV SYNC



3.2 MILLION

Devices...

We know where they live.

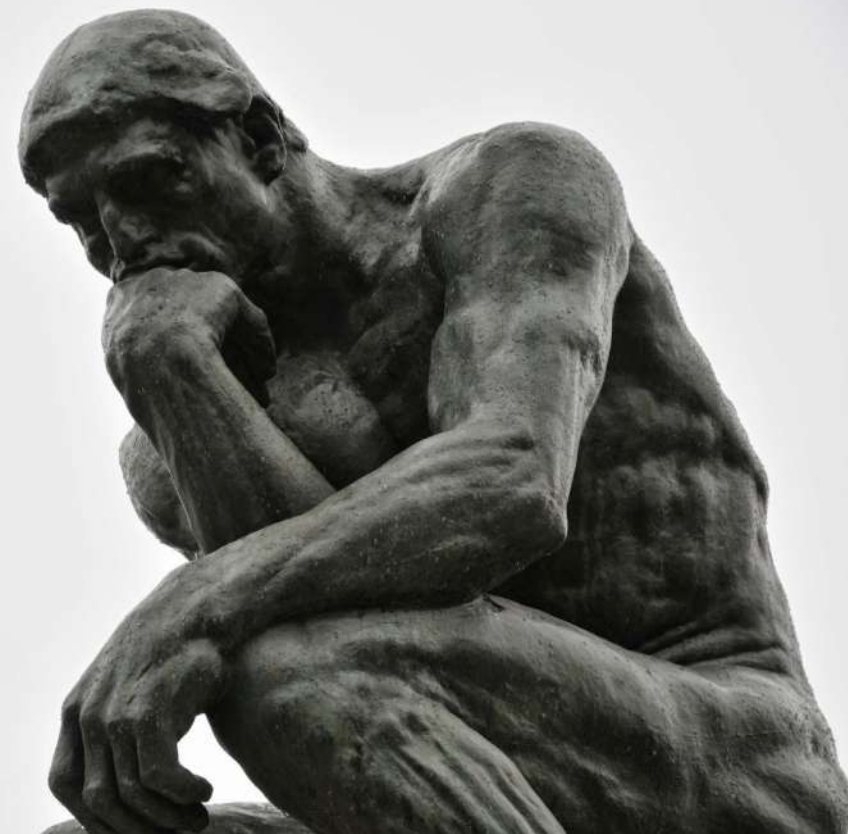


TV SYNC

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It's worth "SYNC-ing" about.

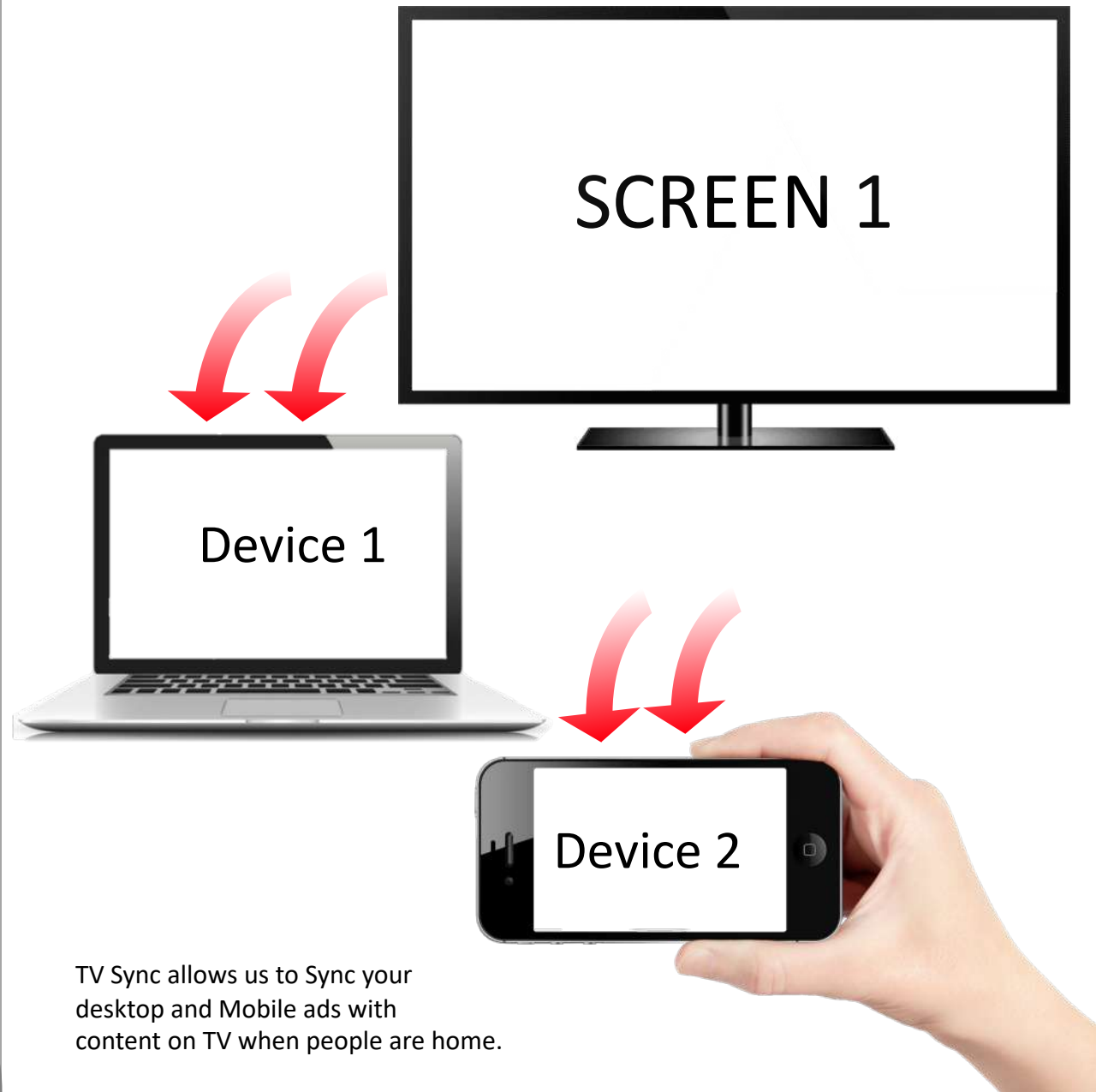
TV SYNC



DIRECT MARKETING TO TV

Via MOBILE & DESKTOP

TV SYNC

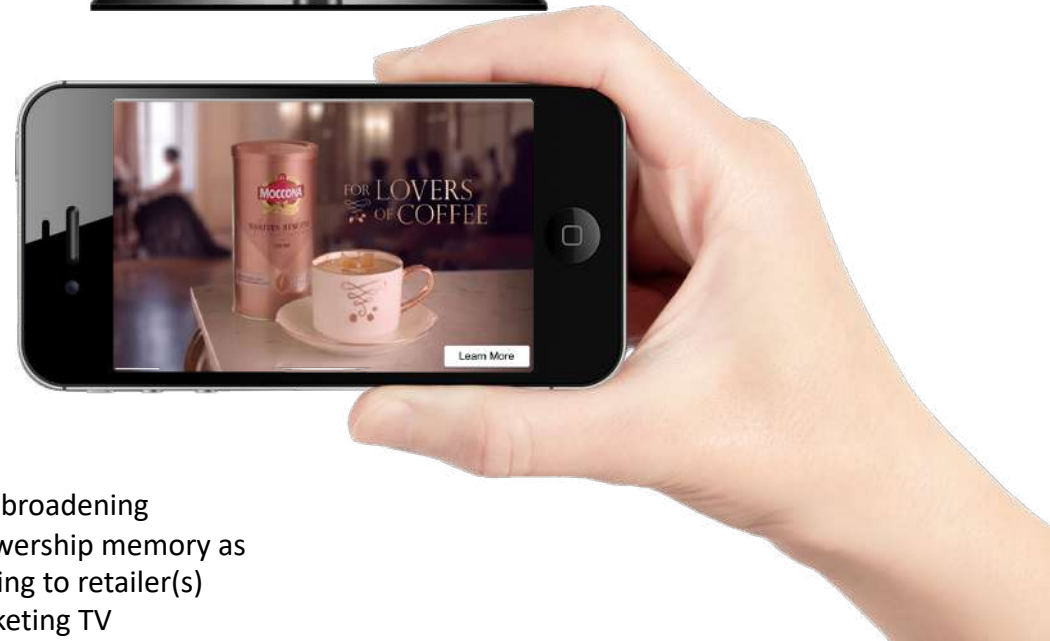


TV Sync allows us to Sync your desktop and Mobile ads with content on TV when people are home.

DIRECT MARKETING TO TV

Via MOBILE & DESKTOP

TV SYNC

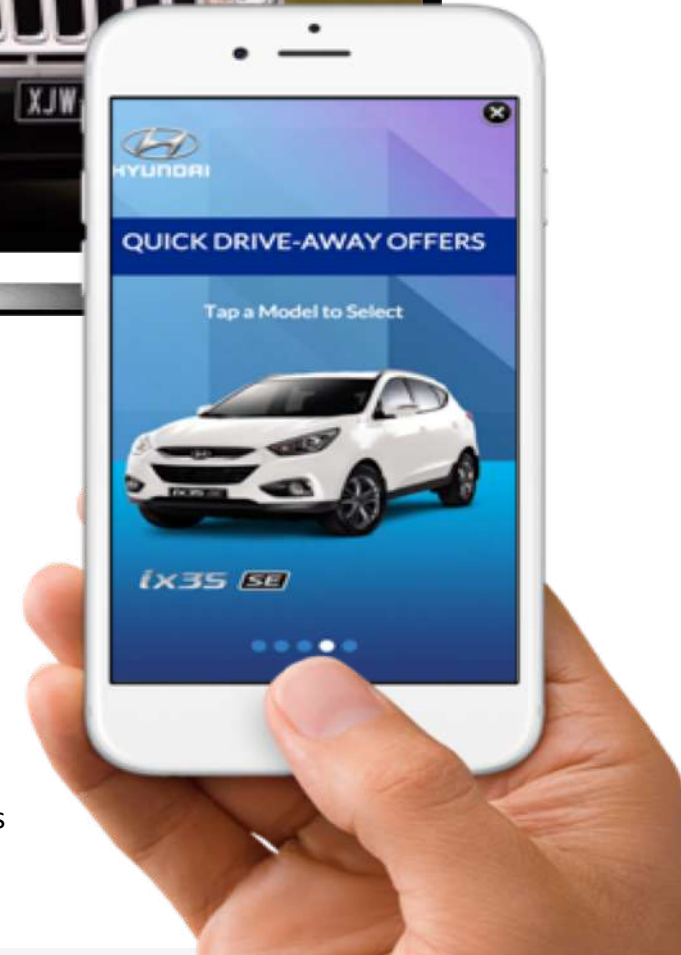


Resend for broadening
reach / viewership memory as
well as linking to retailer(s)
Direct marketing TV

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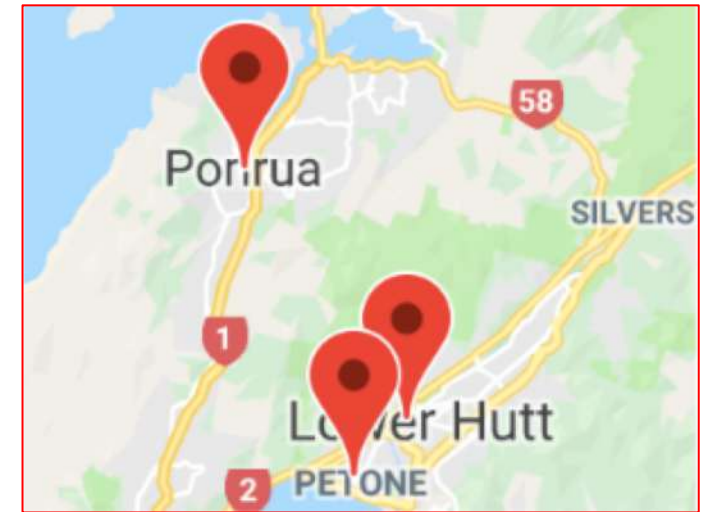


Use TV SYNC to target your competitor TV commercials, or TV Sync specific shows anytime; day or night.

TARGETED

Messaging geo-targeted to specific retailers and specific locations.

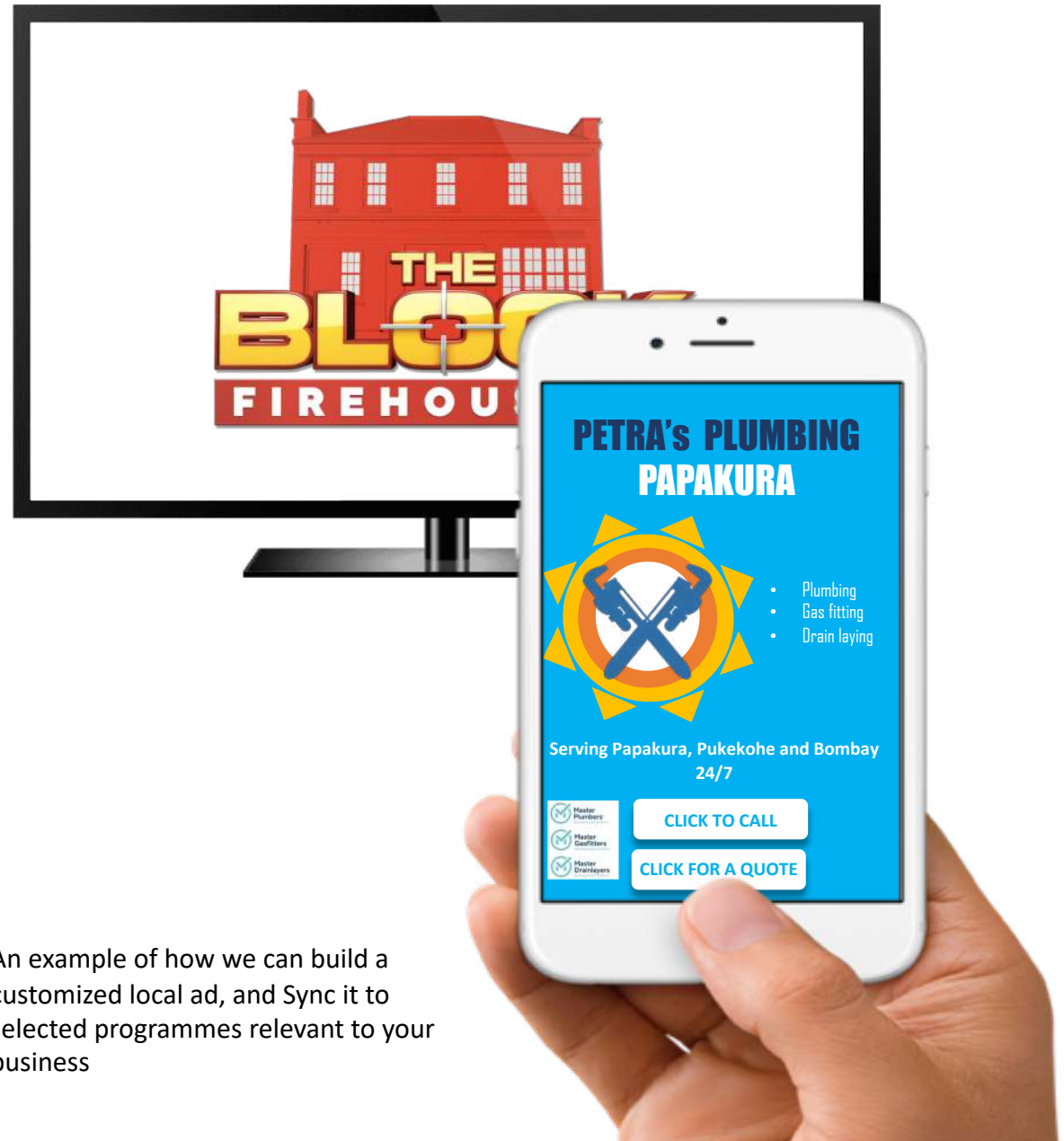
TV SYNC



TARGETED

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TV SYNC



An example of how we can build a customized local ad, and Sync it to selected programmes relevant to your business