The Environment with Comscore

STABLE DATA

Post with stable data that enables buyers to prove a higher rate of success.

ONE DATA SET, ONE METHODOLOGY

Data is sourced from the same methodology and system, for both age/gender or more qualitative-like demographics.

Plan/Buy/Evaluate off advanced demographics.

TIME MANAGEMENT EFFICIENCIES

Give time back to buyers, due to the shortened post-buy analysis process.

Chase less under delivery!

RETAIN CLIENTS' BUDGETS

Access to research tools that help retain client budgets by effectively targeting advanced audiences on linear.

METRICS THAT MAKE SENSE

Use an impression metric that represents the average number of TVs that have seen the QH or the program.

This is more in line with the definition of a digital impression

comscore

THE ENVIRONMENT TODAY

THE ENVIRONMENT WITH COMSCORE

Stability

Inconsistent Data
- Rely on books of data with wild swings that may not be representative of actual viewing behaviors.

Stable Data
- Post with stable data that enables buyers to prove a higher rate of success

Data

Differing Data Sets
- Use separate sets of data to access either age/gender ratings or additional qualitative information.

One Data Set, One Methodology
- Data is sourced from the same methodology and system, for both age/gender or more qualitative-like demographics.
- Plan/Buy/Evaluate off advanced demographics.

Time

Time Balancing
- Have little control over time management.
- Spend too much time evaluating a buy.

Time Management Efficiencies
- Give time back to buyers, due to the shortened post-buy analysis process.
- Chase less under delivery!

Client Budget

Budget
- Struggle to maintain clients' budgets to digital, CTV and other mediums that can target advanced audiences.

Retain Clients' Budgets
- Access to research tools that help retain client budgets by effectively targeting advanced audiences on linear.

Metrics

Metrics
- Rely on an impression metric that is inconsistent with digital video impressions.
- Impressions are based on potential unduplicated reach which does not encapsulate who have seen my client's advertising.

Metrics that make sense
- Use an impression metric that represents the average number of TVs that have seen the QH or the program.
- This is more in line with the definition of a digital impression.

comscore