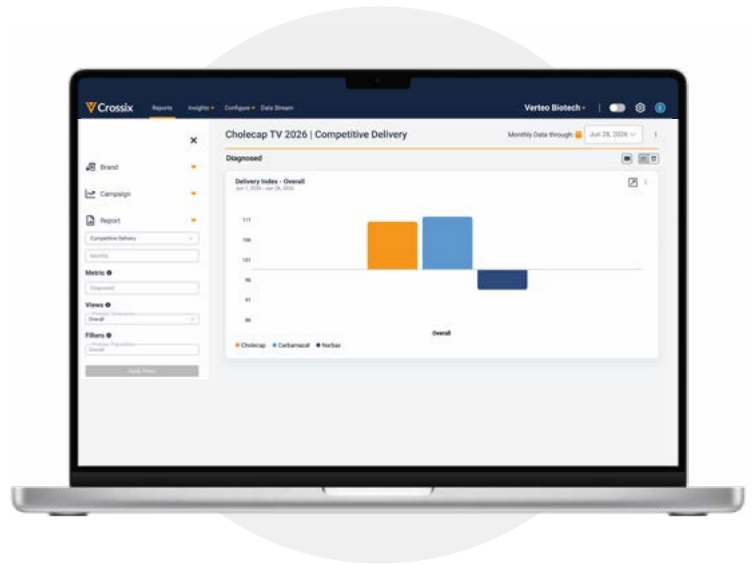


Gain more value from your TV investments

Crossix TV is the leading application for measuring and optimizing biopharma direct-to-consumer national linear TV. It helps advertisers and agency partners measure their TV campaigns with real health data in a privacy-safe, HIPAA-compliant way. Crossix TV also includes a consolidated view of digital video, streaming, and national linear TV performance.



Understand if your TV campaigns are reaching the right audience and the impact on health outcomes.



Track performance across audience quality, doctor visits, gross conversions, and adherence



Quantify impact by measuring net conversion and incremental lift



Monitor your competitors' campaigns

Benefits



Access performance data faster:

View weekly match-back health data at the network and overall level



Align linear TV, streaming, and online video:

See insights across video channels to better understand total video performance



Validate tentpole moments:

Quickly confirm the success of high-stakes tentpole TV campaigns to ensure your largest investments are delivering



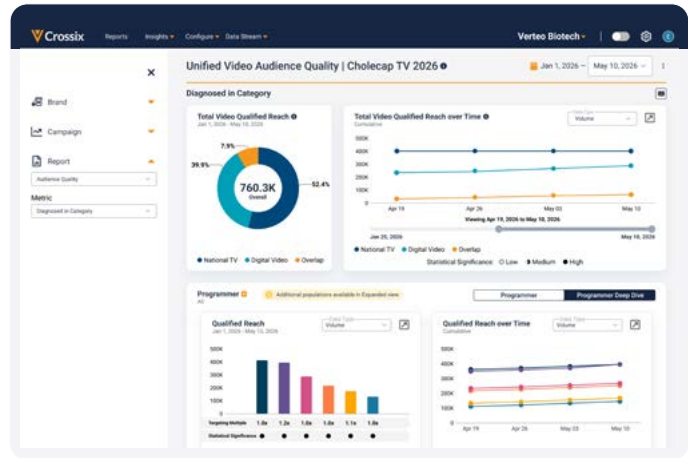
Optimize for media efficiency:

Marketers see up to 15% improvement in media efficiencies through optimizations

Features

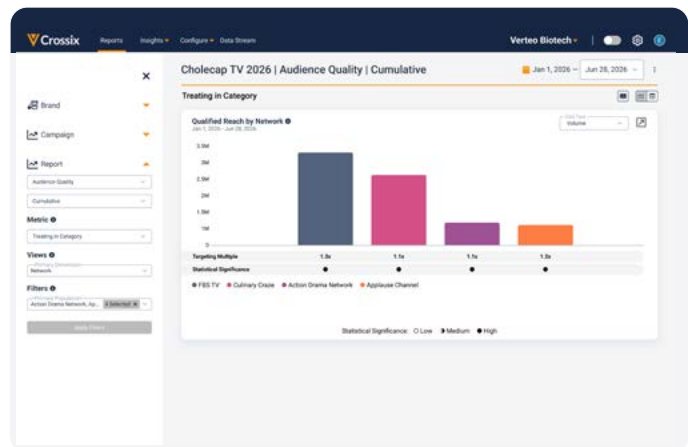
✓ Unified video reporting

See a total view of video performance taking into account channel overlaps as well as unique channel performance



✓ Granular audience insights

Filter by specific dayparts, networks, and programs watched by target audience



✓ Competitive intelligence

Compare category competitors and gain insights into their reach and flighting

