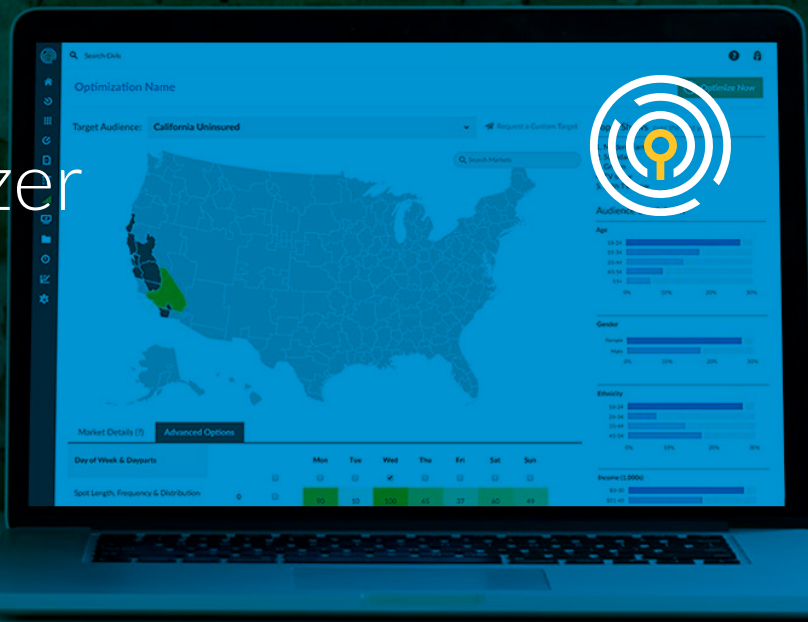


Civis Media Optimizer brings the targeting precision of digital to the reach of TV.



Bring data science to your TV advertising strategy

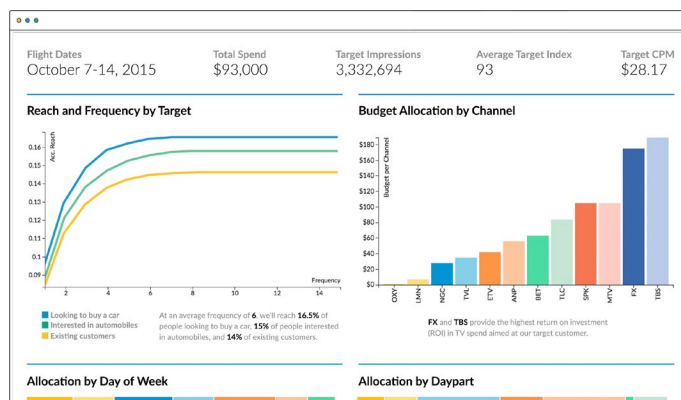
Starting with TV-tuning information from our data partners on 20 million households, Civis Analytics has developed a comprehensive understanding of audience viewing behavior. Now, Civis Media Optimizer connects your target audience with our rich viewing database. Proprietary algorithms choose the combination of shows that provide the most efficient audience exposure to meet your goals.

With Civis Media Optimizer you get detailed recommendation reports including reach, frequency, content type, daypart, and broadcast vs. cable. When you're ready, easily download the recommended media schedule for negotiations and implementation.

It's the most efficient way to plan and buy media

Civis Media Optimizer is a simple, web-based application, that lets media planning and buying teams build highly optimized, more accountable TV media plans.

- › **Get clarity** on the viewership behavior of the audiences you care about most instead of broad demographic segments that include high levels of waste.
- › **Improve spending** by optimizing your TV schedule to maximize the reach and frequency per dollar spent.
- › **Get control** over the media buying process with more data to fuel negotiations and program selections.



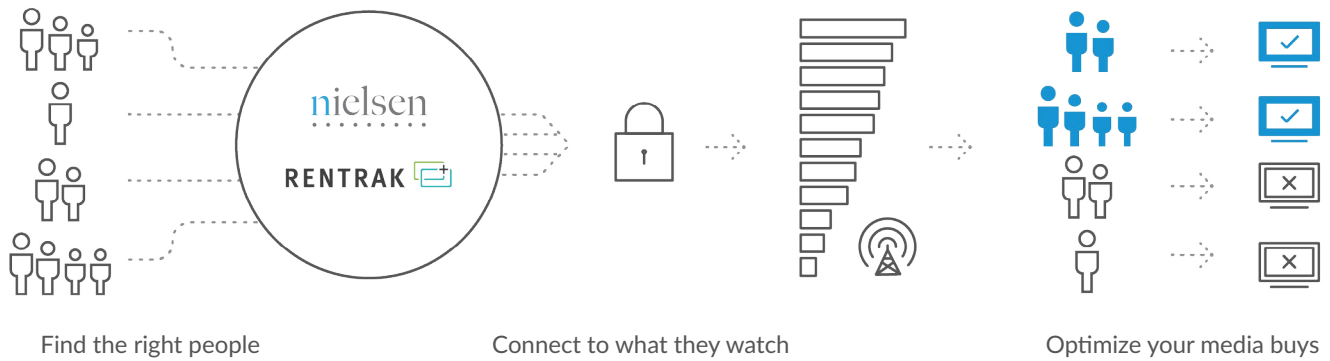
The dashboard in Civis Media Optimizer brings the science-driven targeting that media planning and buying teams need to find and reach audiences with precision.

“Discovery is expanding our data-driven decision making and Civis Analytics helps us track the behavior of our superfans across platforms and build stronger consumer engagement across our brands.”



David Leavy
CHIEF COMMUNICATIONS OFFICER

Civis Media Optimizer brings the targeting precision of digital to the reach of TV.



Find precisely the right people

You need to target your exact audience. Broad, imprecise, demographic segments aren't good enough anymore. Yesterday's TV advertising strategy is as outdated as it is ineffective.

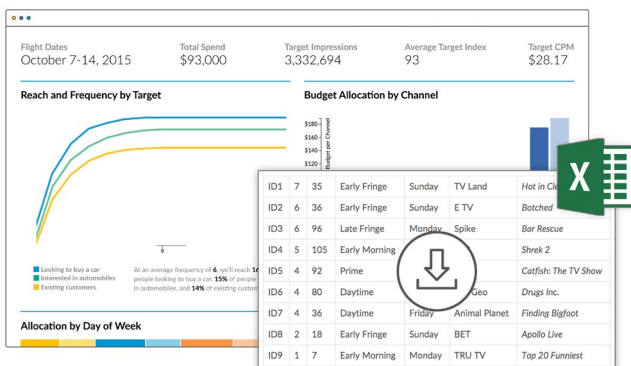
With Civis Media Optimizer, you can reinvent TV audience targeting. Build your audience directly with your internal data, with market research from firms like GFK/MRI, or with individual-level models from Civis Analytics.



Connect to what they watch

Once you've found your target audience, you need to find out exactly what shows these people are watching.

Using an anonymous, privacy-protected, third party to identify the exact shows your target viewers watch, Civis Media Optimizer matches who your consumer target is with what they enjoy watching on TV.



Optimize your media buys

Finally, algorithms quickly sort through the billions of combinations of shows to pick the exact mix of media buys that maximizes your reach. You can then quickly, and iteratively, optimize your media plan based on the marketing conditions you face every day. By combining your highly targeted audience with their specific viewing habits, Civis Media Optimizer helps you reach precisely the right people who are most likely to respond to your message.