

Connected TV

Integrate the planning and measurement of your linear and connected TV campaigns

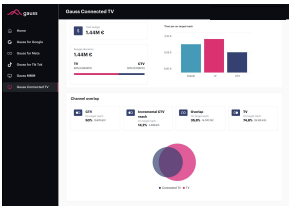


The rules of television are changing. Streaming has changed the audiovisual world and has brought with it a huge expansion of audiovisual content platforms, which in turn is linked to a fragmentation of audiences. In this context, how can we reach our target audiences?

Television is a great ally for increasing brand awareness. It allows advertisers to reach their audiences in their downtime, making it easier to connect with them.

The new TV market, which includes streaming platforms, offers new opportunities for brands to personalise advertising and incrementally reach new audiences.

However, the ever-increasing audiovisual offering and hyper-distribution of content makes it difficult to plan TV campaigns in an integrated way. In addition, each inventory source has its own metrics, making it impossible to measure the incremental reach of each type of media and channel. This is essential for decision-making and ensuring the proper optimisation and distribution of TV investments.



Gauss Connected TV is a platform that enables integrated planning and reporting of linear and connected TV campaigns.

With it, you can easily **plan**, **measure** and **optimise** your campaigns.

Planning: use Gauss Connected TV to define how you will allocate your investment and which are your targets, for example, age, gender, or geography. The platform will distribute your investment to optimise the reach of your campaign by selecting the channels where your audience is located.

Measurement: Gauss Connected TV helps you measure the real value of each type media, linear and connected TV. It integrates the measurement of Online and Offline TV, showing the incremental reach offered by each one and rating the channels according to the results obtained.

Optimisation: Gauss Connected TV allows you to discover and test new channels and find the most effective and efficient channels for your company's objectives.



Let's activate your data, let's Gauss!