

 gauss ai

TV

Integrate the planning,
optimization and measurement
of your audiovisual campaigns

Companies struggle to deliver a consistent brand experience across all channels, which affects customer churn rate and budget efficiency.

Gauss TV is an all-in-one audiovisual (AV) platform. Streamline your AV strategy with integrated planning, optimization and measurement, maximizing the impact.

Planning



Gauss TV defines how you **allocate your investment based on your goals**. It distributes your investment to **ensure the incremental reach** of your campaign by selecting the channels where your audience is located.

Measurement



Gauss TV measures the real value of each channel. **It integrates the measurement of On and Off media**, showing the incremental reach offered by each one and rating the channels according to the results obtained.

Optimization



Gauss TV allows you to discover and test new channels and **continuously find the most effective and efficient channels** for your business' objectives.

Proven results

Retail	+12% Incremental reach	+33% Revenue
Energy	+9% Incremental reach	+22% Sales
Banking	+2.7% Incremental reach	91% Attention rate

Gauss TV increases the impact of branding campaigns by leveraging synergies across the entire Paid Media strategy to maximise business results.

gaussplatform.com

Technological Partnerships that allow
Gauss TV to improve your results

