

# WHAT IS TRU OPTIK CAV?

CROSS-SCREEN AUDIENCE VALIDATION



Over-The-Top TV (OTT) is revolutionizing the way people watch TV. It is also creating more opportunities for marketers to reach relevant audiences at scale. But, with the proliferation of devices and platforms, brands are facing new challenges in measuring cross-screen audiences.



Tru Optik's **Cross-Screen Audience Validation (CAV)** solution provides real-time measurement of reach, frequency and audience validation for OTT and Connected TV (CTV) campaigns. Built specifically for OTT, CAV can be activated seamlessly across all CTV devices. With CAV, advertisers can validate that direct or programmatic campaigns reached the right audience, on the right device, across the right publishers. CAV is the **only** OTT campaign-measurement solution that validates InTarget delivery and OTT audiences at a segment level beyond age and gender.

## Validated Platform and Device Delivery

CAV validates the device that your OTT ad was delivered to (Desktop, Mobile, or CTV) as well as the specific platform (iOS, Android, Samsung, Apple TV, Xbox, Nvidia, etc.)



19%



11%



70%

## Why is this important?

Advertisers typically pay a CPM premium for CTV impressions above mobile or desktop impressions. Real CTV traffic is virtually fraud-free and 100% viewable so it is critical to have a reporting solution that will confirm and validate the device on which the ad was seen.

## De-Duplicated Reach and Frequency

CAV combines census-level measurement of OTT campaign exposure and InTarget delivery by recording every ad impression delivered across Tru Optik's patented OTT Household Graph™ consisting of 80 million U.S. homes representing nearly 90% of U.S. OTT households that watch ad-supported OTT. CAV can be deployed for any OTT campaign, regardless of publisher, platform, or agency.

Reach  
**1,000,000**  
Households



Frequency  
**6.7X**

## Validated Audience Delivery

CAV validates the percentage of InTarget delivery for your campaign. This metric allows you to confirm if your strategy effectively reached your designated target audience.



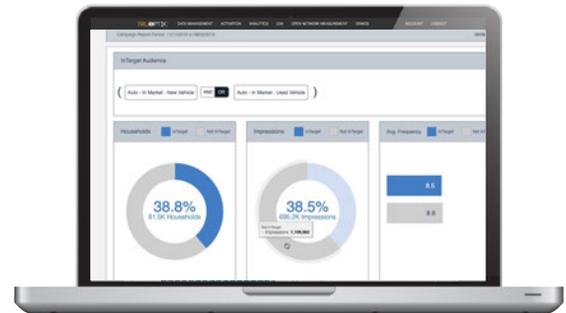
## How is CAV different from legacy InTarget audience measurement solutions?

While we offer demo-based InTarget validation, Tru Optik research has shown that demo-based CTV targeting is leveraged in only 1 out of 5 targeted campaigns. Therefore, InTarget validation needs to align with the advanced audience characteristics advertisers covet. For instance, CAV can confirm households that were InTarget for a mid-sized car, or upscale cosmetic, or those searching new travel destinations.

## Real-Time Insights and Reporting

CAV delivers vital and critical information InTarget to optimize campaign performance including: household reach and frequency; platform, device and publisher information; as well as InTarget campaign performance at a segment level.

- CAV also validates demographic targets across multiple dimensions including age, income, ethnicity and presence of children.
- Advertisers can validate delivery against popular behavior and interest-based OTT audience targets covering key areas such as in-market auto, category shopping behavior, media & entertainment preferences and more.



**InTarget  
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PERFORMANCE DATA

DATALINE

experian

IHS Markit

KANTAR

Media Source  
SOLUTIONS

NinthDecimal

TransUnion



webbula

and more

## Who Can Use CAV?



Ensure that your campaign is reaching its desired audience on the right device at an optimal frequency to maximize campaign performance.



Utilize insights to improve client ROI, drive campaign KPI's and evaluate your media partner's OTT inventory.



Boost inventory yields based off guaranteed impression delivery by device, platform and audience.

### About Tru Optik

Tru Optik is the leading data management, campaign measurement and privacy compliant provider across OTT, Connected TV and streaming audio. We power the audience-based advertising capabilities of many of the world's largest media companies, technology platforms and marketers on everything from smart TVs to smart speakers and everything in between. As one of the fastest growing SaaS/DaaS companies in the US, Tru Optik is one of the driving forces behind the evolution of media and advertising.

9.19.CAV

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