

## ConsulTV OTT Platform

ConsulTV provides a smarter way to buy, manage, optimize, and measure OTT campaigns.



Direct Premium Inventory



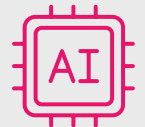
Multi-Methodology Attribution



Incremental Lift Analysis



Real-Time Brand Lift Results



Machine Learning Optimization

## Real-Time, Real Results

Through ConsulTV, brands gain access to an inventory library of premium OTT publishers, a sophisticated reporting dashboard to monitor their campaigns, and real-time performance insights to optimize towards the KPIs that matter most.

High-level metrics front and center

Variable "newsfeed" panel for quick look into what's working and what's changed

Campaign metrics over time, or by distribution for a deeper dive



## How It Works

- 1 Define Goals**  
Tell us your budget, target audience, and campaign parameters
- 2 Select Inventory**  
Pick from our direct marketplace of premium OTT inventory
- 3 Place Pixel**  
Place our proprietary pixel on your site to track conversions
- 4 Measure Results**  
Watch as ConsulTV immediately starts to generate real-time results

## Track Actions, Not Just Views

ConsulTV puts data to work immediately, optimizing campaigns in real-time toward the publishers, creatives, geos, audiences, and dayparts that drive actions, not just views.

- App Installs
- Cart Amounts
- Site Visits
- Store Visits

