

Let's Clear Some Things Up

1. *ConsultTV only has access to Connected TV.*

False, ConsultTV has the ability to run, track, and optimize OTT across all device types. We can also include other types of media, like display retargeting, in your dashboard and show last touch, all touch, or first touch conversions.

2. *ConsultTV only offers ROAS tracking.*

Not even close to *only*. In fact, ConsultTV offers FULL funnel attribution based on your campaign's goals. We can track homepage visits, leads generated, apps installed, or even in-app events like profile creations, or offline actions like store or location visits. We can also track multiple KPIs for a single campaign.

3. *Running my ads on specific channels is the best way to reach my target audience.*

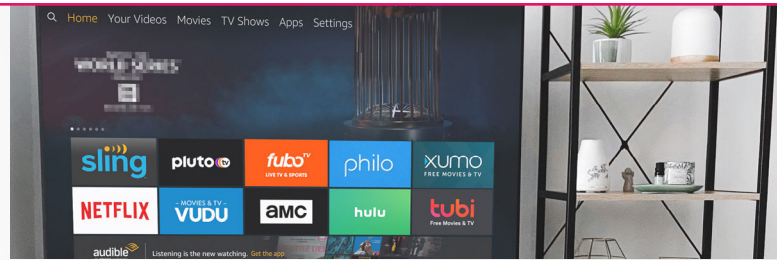
You may think this, but not all providers have channels, only the vMVPDs (e.g. Sling, Fubo, Philo, etc.) do. You would be cutting scale substantially by eliminating those providers and would limit scale further by only allowing for the vMVPD inventory to only run across certain channels. We've vetted out each of our streaming partners extensively for scale, performance, and premium, fraud free traffic.

4. *It's only on-demand content.*

It's not. With ConsultTV, you have access to both live and on-demand programming, depending on the app/content selected.

5. *I already have my own data, I can't use ConsultTV.*

Of course you can, and it will only help! ConsultTV can easily ingest first-party data including emails, phone numbers, or addresses for targeting. These lists can be targeted or suppressed, or we can create lookalikes off of them.



6. *OTT/CTV is too expensive/not worth the investment.*

When it comes to media inventory, you get what you pay for. Not all publishers are created equal, and therefore, are not priced the same. Audiences are increasingly consuming digital video on platforms across OTT/CTV devices. OTT/CTV is a viable component of a performance media mix, offering brands and agencies scale, measurability, and data-driven targeting. It combines the high-impact, brand storytelling power of traditional TV with the targeting, analytics, and interactivity of digital, offering a significant opportunity for advertisers looking to resonate with audiences in an engaging, brand-safe environment.

7. *If OTT ads are not clickable, you can't track them.*

The nature of OTT viewing means that most ads aren't clickable; however, ConsultTV is able to track actions that occurred as a result of ad views using a combination of two running data streams:

- **Log level data/Impressions:** Every time an OTT ad is served, we receive data regarding that specific instance: where it was served, the creative that was served, the publisher it was served on, etc.
- **Conversion Data Streams:** It can be a location visit feed from NinthDecimal (we access ourselves), a pixel fire feed from our custom pixel, raw MMP logs from Appsflyer, Kochava, or any of the major players, or even a daily file drop with whatever tags a brand wants added. As long as we have an IP address and timestamp for every row, we're good to go.

Common ConsultTV Questions

1. **How current is the data in the ConsultTV dashboard?**

Each day, around noon EST, all metrics in the dashboard should be updated for the previous day. Different metrics update more frequently and at different times.

2. **How do you determine the core list of premium OTT publishers you recommend on plans?**

Our premium publisher mix has proven to consistently provide scale, quality, and performance results. ConsultTV has forged direct deals with each publisher, allowing for preferred pricing. Running campaigns across these publishers guarantees accurate measurement as they pass back two, relevant bits of data into our logs: IP Address and impression timestamp.

3. **How do you buy your OTT content?**

Automated guaranteed deals forged at the beginning of the year based on volume expected. In essence, we buy direct OTT from each publisher, programmatically. We sit as close to direct inventory in the waterfall as it gets.