



# Dashboard/Analytics

ConsultTV Production Information 2023

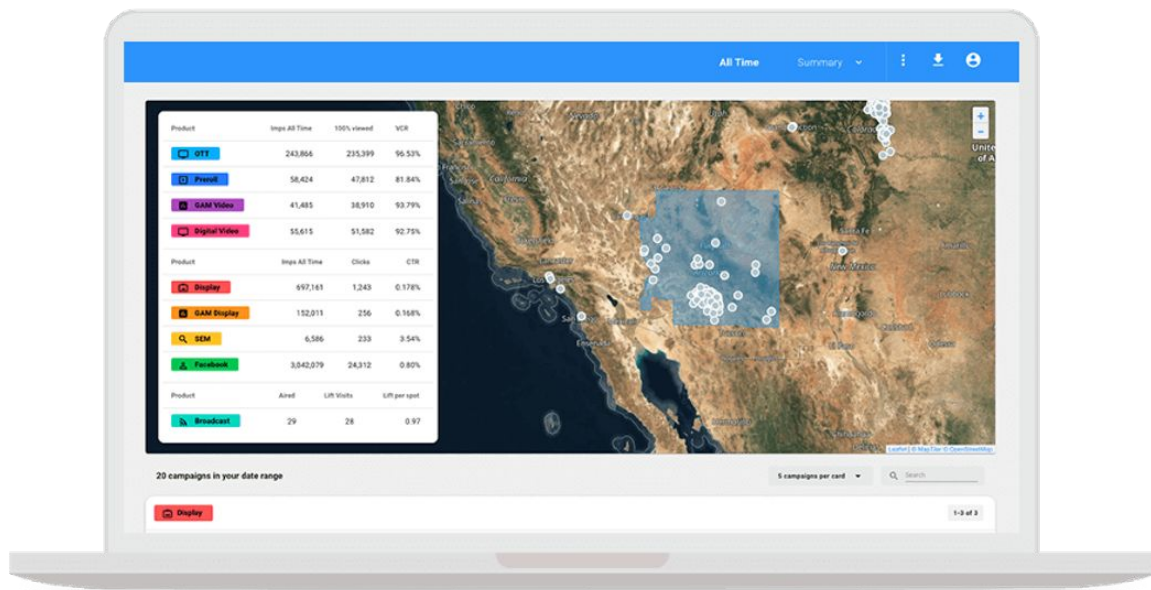
# Dashboard/Analytics

A configurable, omni-channel dashboard that offers insights to help agencies and media companies improve their advertising ROI and business performance.

## What It Does

Report and analyze campaign performance by tracking key metrics for all major advertising products in a single app. No more jumping around to different programs or dashboards, because everything you need to see is in one place. Dive deep into campaign data to improve current and future campaign performance.

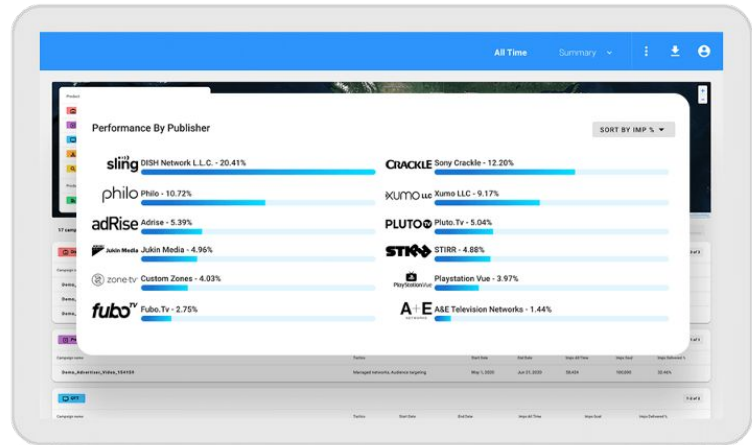
- Strategize efficiently and effectively while tracking your goals over time so that you always come prepared to weekly, monthly, and annual meetings with your clients
- Visually appealing reports can be exported in PDF, Excel and PowerPoint formats
- Customize how you view each campaign - add, delete and edit widgets and metrics
- Integrated with Google Analytics for digital and broadcast 'weblift' tracking



Analytics through our unified dashboard

## Features

- Omni-channel reporting
- Automated, sales-friendly campaign reports
- Easy scrolling through multiple campaigns
- Create easy-to-find, sortable campaign names
- Mouse-over tooltip definitions for metrics and modules
- Creative previews available
- Performance reporting by:
  - Creatives
  - Devices
  - Device Types
  - Platforms
  - Publishers/Sites
  - Day
  - Day of Week
  - Geographic Locations
  - Geofencing Locations
  - Store Visits / Foot Traffic Attribution



## Supported Advertising Products

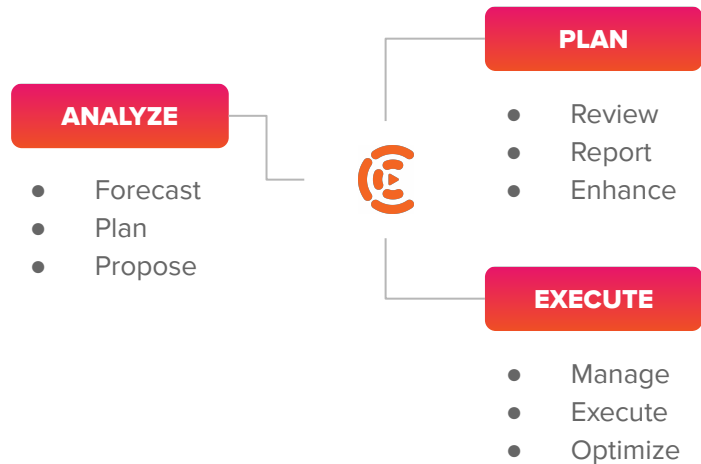
- Audience Extension Display and Video
- Broadcast TV
- OTT/CTV
- Blended OTT+video
- Email Marketing
- Geofencing
- Owned and Operated – Display and Video (Google Ad Manager and Broadstreet)
- Social (Facebook, Instagram, YouTube and TikTok)
- SEM (Paid Search)
- Audio
- Call Tracking
- Attribution – TV Squared and Compulse Weblift

# ConsultTV

ConsultTV all-in-one omnichannel martech platform purpose-built for reaching local audiences at scale. With ConsultTV, agencies and media companies can plan, execute and analyze their omni-channel campaigns.

## Plan

- Media Planner - Simplify media selling process with data-driven media planning, proposal generation and integrated campaign fulfillment to help sell more advertising.
- Ad Manager - A fully self-serve, white label OTT campaign creation platform to generate new business with SMBs and sub-agencies.



## Execute

- Large, experienced in-house Ad Ops team.
- Demand Side Platform (DSP) - Multi-channel DSP w/ local focus, order input flexibility, automated fulfillment, future-proof targeting, deep funnel attribution & intuitive UI.

## Analyze

- Dashboard - Configurable, omni-channel dashboard that offers insights to help improve advertising ROI and business performance.
- Managed service - Offers account manager and years of digital advertising expertise to help with campaign planning, insights, and optimization.

## About ConsultTV

ConsultTV is a marketing technology company built for local media companies, agencies, and small businesses. Our single-solution platform combines sales enablement, order management, fulfillment, and analytics into one consolidated solution designed to make digital advertising easier and more profitable. ConsultTV, an all-in-one platform leverages more than 100 API integrations with leading martech solutions to streamline ad ops from proposal to fulfillment.

ConsultTV customers use the company's powerful and easy-to-use tools to attract and engage customers. With U.S. offices in Baltimore, Denver, Seattle, Chicago, Bellevue, New York City, and San Francisco, and an international office in Delhi. Compulse's team is passionate about putting customers first.

If you would like to learn more, please visit [consult.tv](https://consult.tv).