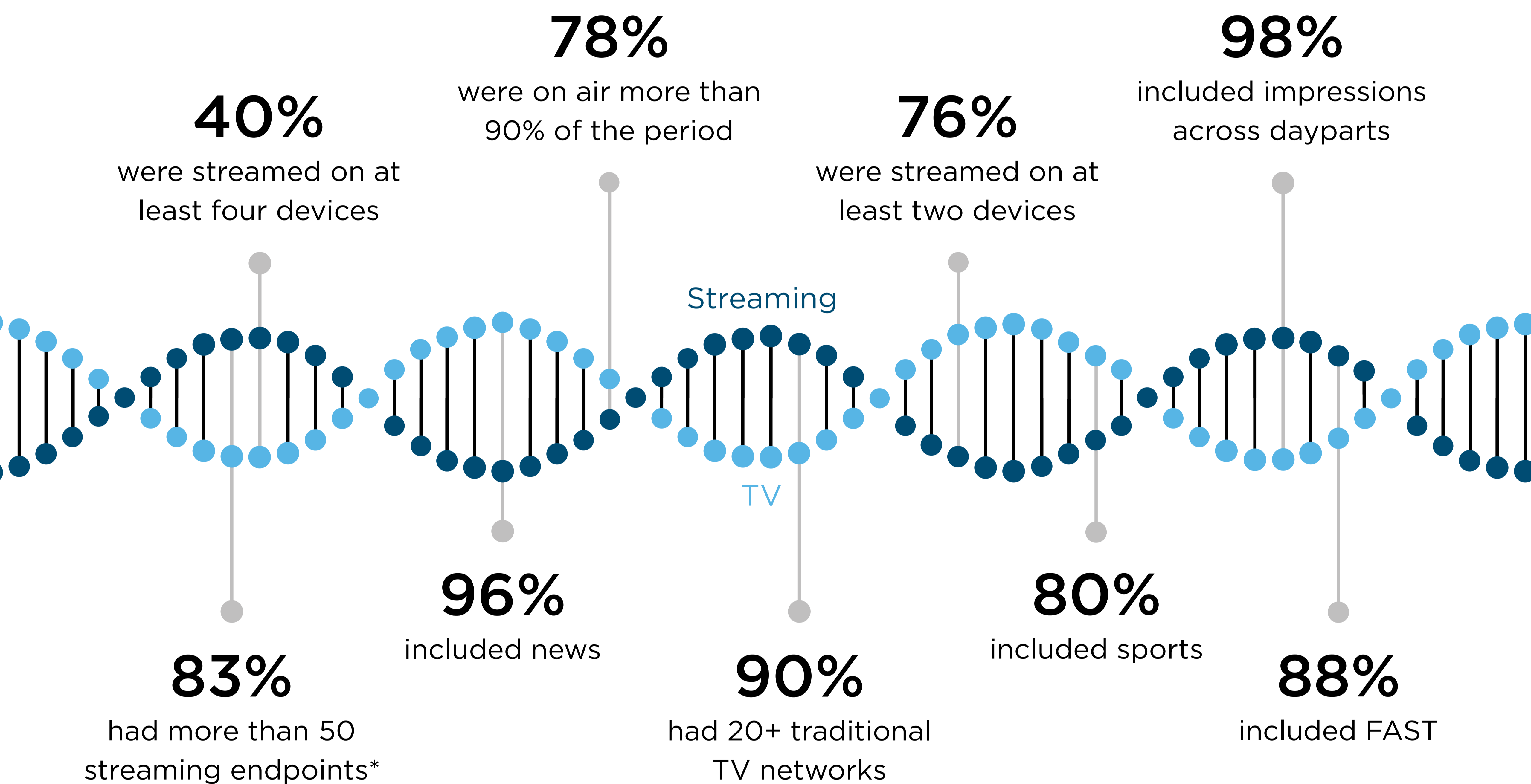


Unravelling the DNA Behind the Highest Reaching Multiscreen Campaigns

Data insights from nearly 40,000 monthly ad campaigns, airing across traditional TV and streaming content, reveal that the 1,000 highest reaching campaigns have shared DNA - or attributes - spanning genre, platform, consistency of advertising, endpoints, and dayparts.



Modern multiscreen advertisers who consider this genetic makeup form the most efficient media campaigns that reach and engage audiences across screens. This data-driven approach unlocks the “scientific” key to targeting valuable audiences and driving results.

*endpoints are unique publisher and device viewership combinations.

Sources: Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv campaigns (1H '23). Filtered to the 1,000 highest reaching campaigns.

