



High-Response Audiences for Addressable Television

Target Your Media Buying on Bigger Screens

The boom in streaming services, OTT entertainment choices, and the ubiquity of smart TVs means there are ample opportunities for advertisers to target their messages to reach their ideal audiences on their televisions.

With massive, detailed data—the largest set of individual-level U.S. consumer spending and interest-intensity signals ever assembled—Willard custom audiences offer the most accurate addressable TV targeting possible.

The Best Data. The Best Audiences. The Best Results.

Addressable TV is really like any other targeted marketing channel in that starting with **a finely-tuned audience built from the best consumer spending data** is the key to campaign success.

Using our superior data to pinpoint the consumers uniquely aligned and ready to spend with your brand, we can **drive higher response rates, lower customer acquisition costs, and better return on ad spend** in your addressable TV campaigns, just as we do in digital display, mobile, social, and direct mail channels.

What is Addressable TV?

- ▶ Addressable TV is defined as serving different ads to different specific viewers on large-screen television devices. It is often broadened to “addressable video,” in which different viewers of any video content see different ads across their viewing devices. While television began as a fundamentally mass media, exciting recent advances have enabled it to support high-precision, high-performance direct marketing.



How Does Addressable TV Work?



Different ads are served to different individual viewers on their large-screen TV devices—even if they're all viewing the same program.

Implementing an addressable TV campaign can vary greatly from platform to platform, but partnering with Wiland makes reaching your ideal audience via their TVs easy and hassle-free.

Wiland can quickly and securely onboard our audiences directly to your account on many digital video platforms using the same industry-leading onboarding systems that enable Wiland's high-performance digital display advertising.

Wiland can also deliver audiences to addressable marketing platforms that use Personally-Identifiable Information (PII) to identify subscribers, including Multiple System Operators (MSOs).

Ready to Discover How Addressable TV Can Work for You?

Reach out today at info@wiland.com to chat with our digital advertising experts about how addressable TV can help you reach your goals.

