

Programmatic Linear TV (LTV)

Definitions, guidelines and best practices for marketing professionals

The efficiency of media planning and buying is important to marketers. A programmatic linear TV strategy combines the scale of traditional TV with the advanced data capabilities of digital, enabling all media to be operated in a centralized platform. Here's how:

What is Programmatic LTV advertising?

This is traditional live television advertising that is planned with advanced audience data and purchased programmatically. Ads appear during scheduled TV programs and any and all viewers tuned in will see the ad play.

How does Programmatic LTV advertising work?



Custom audience segments created from first and third party online data are matched to typical viewing habits of the selected audience



TV ads are purchased via an automated platform to be run only during shows likely to be viewed by specific custom audiences



Ads run on live TV through traditional linear methodology

Use Programmatic LTV when you want to:

Maximize reach with control: reach all TV households while maintaining control of when and where ads air

Fully understand the impact of TV: complement GRP reporting with digital traffic analysis and audience insights to help you better understand how TV efforts impact online activity

Programmatic LTV best practices:

- Use your existing traditional TV ads on LTV (:15, :30 & :60 spots available)
- Optimize based off best performing dayparts, networks and programs
- For local campaigns, use unique creatives for each market for customized messaging



dataxu.com

281 Summer Street, 4th Floor, Boston, MA 02210

1.857.244.6200 | @dataxu

Boston • New York • Chicago • San Francisco • LA • Berlin • London • Madrid • Milan • Paris • Singapore • Sydney • Bengaluru

dataxu®

05-PROGRAMMATIC-02