

Connect with comScore

Mediaocean has partnered with comScore to offer you better tools to plan and buy television nationwide with their market-oriented advanced demographics. Easy access to comScore specialized demos within the platforms you use every day gives you a seamless experience with more streamlined process, automation, and intelligence.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest tools and technologies designed to support them. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising inventory suppliers, data providers, ad servers, and third-party technologies to help deliver their advertising messages directly to a changing audience, wherever they are.

BETTER TARGETING

With today's changing media landscape, it's critical for campaigns to optimize audience targeting. comScore offers premier worldwide consumer viewership information, precisely measuring actual viewing behavior. Stable and robust audience measurement services allow you to more precisely target your advertising.

SEAMLESS

Integrated into the complete buying lifecycle, it's quick and easy to select comScore demos. View comScore numbers alongside demographics from other data sources for an even easier experience.

TRUSTED

Only comScore is the census currency for VOD and movies, with the use of its proprietary intelligence and technology combined with Advanced Demographics.

WHAT PLATFORMS ARE THE PARTNER AVAILABLE ON?

comScore demos are available in Spectra OX and Spectra DS in both the National and Local broadcast media

WHAT ARE THE BENEFITS OF UTILIZING THE PARTNER THROUGH THE PLATFORMS?

Gain access to the data, research, attribution, data visualization, and intelligence tools you need to make critical decisions. Leverage that data at the decision points when you're looking to understand more.

HOW DO I GET STARTED?

If you are a comScore subscriber, the demos will be available in the systems wherever you select demographic codes. Contact your Mediaocean Account Manager with any questions.

For more information visit the www.comscore.com website.

