

Plan, activate, and measure CTV and Linear TV at the **local level**

Welcome to Cross Screen Media!

We help brands, agencies and networks succeed in the Convergent TV space. We empower marketers with the audience-focused tools and solutions they need to plan, activate and measure cross-screen campaigns at the local level.

Success in local advertising starts with local data. Only Cross Screen Media lets you harness the power of local linear and CTV, reach your true audience and plan cross-screen campaigns with digital precision.

PLAN



ScreenSolve

Discover your audience and maximize reach with the best cross-screen planning tool for local campaigns.

ACTIVATE



ScreenLift

Activate best-in-class CTV ad buys and scale with speed and simplicity using a trusted partner.

MEASURE



ScreenImpact

Get the FULL picture of every campaign, on every screen, for a continuous improvement cycle.

Learn more about Cross Screen Media.
Contact us today!

PLAN

Discover your true audience and **maximize your reach** no matter where they watch TV.

FIND YOUR TRUE AUDIENCE

ScreenSolve® models screen preference data down to the individual level to reflect the consumption habits of your actual customers across screens, markets and audiences.

OPTIMIZE REACH AND FREQUENCY

Reach the highest percentage of your target audience, no matter where they consume media, without the traditional pitfall of over--saturating some viewers while missing others entirely.

MATCH YOUR PLAN TO YOUR GOAL

ScreenSolve® delivers comprehensive media plans that maximize effective impressions, regardless of screen preference. Instantly compare unlimited media plans side-by-side.

UPGRADE YOUR TV TARGETING

Instantly identify the specific networks, programs, and dayparts that will drive the most views at the optimal frequency across your target audience.

Want to learn more about our cross-screen planning solutions? Get in touch!



ACTIVATE



Activate best-in-class CTV ad buys and **scale with speed and simplicity**

THE SMART WAY TO SCALE

ScreenLift seamlessly plugs into your existing operations to activate CTV for every budget and timeline. Whether you want extra hands for a hyper-local CTV buy, or need capacity to take on broad cross-channel campaigns, we empower you to deliver the best results to your client without the risk and uncertainty of growing your own team.

POWERED BY PREMIUM PARTNERSHIPS

The ScreenLift team aggregates and enhances data from CTV devices, social media, localized screen preference, and more to ensure all decisions are based on the latest pricing, reach, and consumption information. With 100+ inventory deals and DSP partnerships in our platform, we ensure you have access to the best options for every audience and local market. Check out our list of partners here.

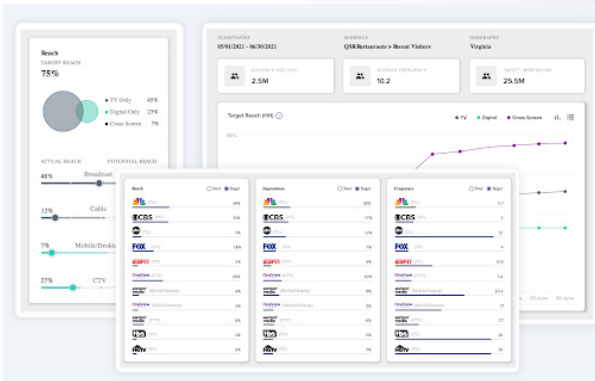
TECHNOLOGY DRIVEN OPTIMIZATION

If you need the unparalleled reach of linear TV, but don't want to settle for imprecise targeting, our team of experts is here to leverage our proprietary optimization platform and comprehensive data partnerships to rapidly deliver campaigns that reach the highest possible percentage of your target audience.

**Ready to up your activation game?
Contact the ScreenLift team today!**



MEASURE



Get the complete picture for every campaign, on every screen, every time.

A TRUE 360-DEGREE VIEW

Our 100% cross-screen measurement platform, ScreenImpact, incorporates ad occurrence and exposure data to deliver a complete picture of your campaign's results across linear, cable, Connected TV and digital video.

CONTINUOUS OPTIMIZATION

The only way to improve your next campaign is to see the true de-duplicated reach and frequency of your last campaign. Are you really reaching your target audience? Are your channels overlapping each other? ScreenImpact helps you consistently make the most of your budget.

OBJECTIVE REPORTING

We provide an unbiased lens into the performance of every ad you run so you can base your decisions on a single version of the truth. See your true impact across cable, broadcast, CTV, and digital video, so you can confidently activate high-impact campaigns every time.

Learn more about cross-screen campaign measurement.
Contact us today!