

EDO

Ad EnGage CI Streaming

Real-Time Competitive Intelligence
for AVOD Advertising

hulu



peacock

The **ROKU** Channel

CBS ALL ACCESS

tubi

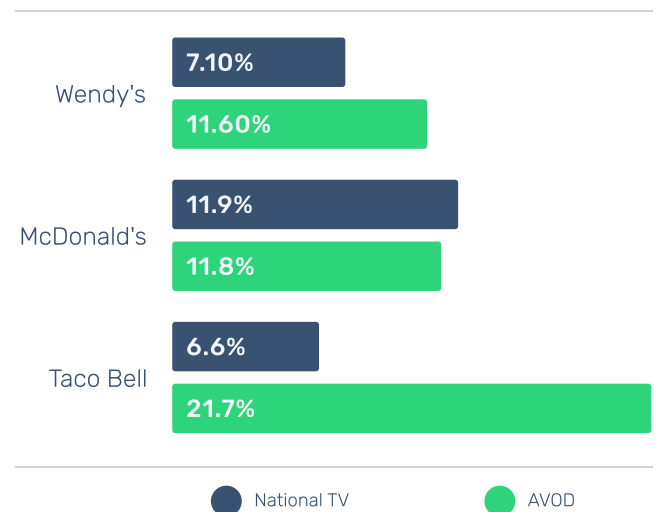
PRENDE
TV

vix

Additional platforms to come

EDO's **Ad EnGage CI Streaming** gives TV advertisers first-of-its-kind, real-time ad intelligence on advertising-based video on demand (AVOD) platforms. See ad occurrence, competitive share of voice, creative, and targeting data across AVOD platforms to gain insight into advertising trends at both the category and brand level. Understand your competitors' AVOD investments through their media mix, the messages they're using on AVOD platforms, and the demographics they're targeting.

QSR Share of Voice by Platform



What Does It Reveal?

Ad EnGage CI Streaming gives you powerful competitive data to inform your Convergent TV advertising strategy, including:

- Ranked lists of advertisers by overall volume and category-level share of voice on each AVOD platform
- The creatives used by each brand on each AVOD platform, including video files
- AVOD programming placements for all advertisers by program and/or genre
- Campaign flight dates for each advertiser/campaign
- Demographic targets used (by age and/or gender)
- Direct comparisons to linear TV via unified taxonomy of brands, products, and creatives



Always-on ad capture, 24/7, 365



Over 125,000 AVOD airings collected daily



Insights for any time range or combination of platforms



Rigorous data checks and normalization for data accuracy and comparability over time



Data captured at the brand and individual product level

Get the intelligence you've always wanted.

Learn more about EDO and how we help our clients achieve a new level of marketing precision and performance.

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