



EDO, Inc. is a data, measurement, and analytics company that powers the success of marketing, research, and creative professionals. We are an innovative leader in applying world-class data science and unique behavioral metrics to help our clients – marketers, TV networks and movie studios – generate greater value from their creative efforts and media investments.

Our Story

Our company was co-founded in 2015 by award-winning actor, filmmaker, and entrepreneur Edward Norton and PhD economist, poet, and entrepreneur Daniel Nadler. Norton convinced Nadler that there was an opportunity to apply advanced data science and machine learning in the media and advertising space to bring unprecedented rigor to the measurement of advertising efficacy.

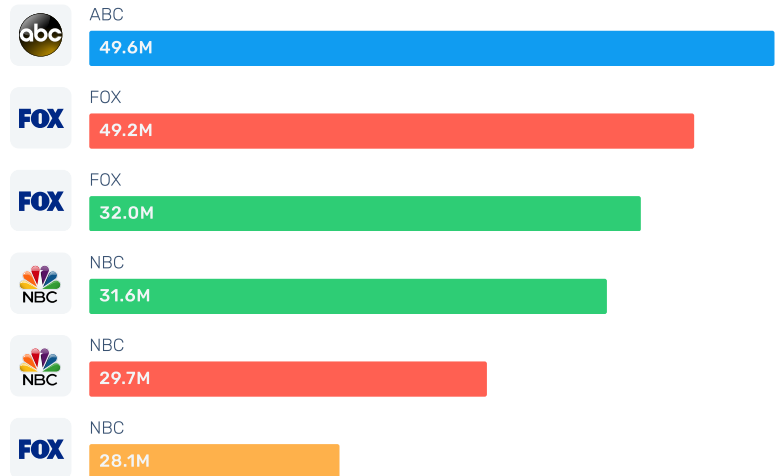
EDO is backed by industry leaders including Jim Breyer and the founders of Moat and Vista Equity. We've assembled a talented engineering and data science team to service clients, who include Toyota, FOX, NBCU, Sony, Univision, Volkswagen, Kia, and Warner Media.

What We Do

With a smartphone, tablet, and/or laptop in hand, TV viewers can immediately search for anything that they want to learn more about or purchase. EDO focuses on consumers searching for information related to brands and products that they see advertised on TV. We believe that if the role of TV advertising is to drive awareness, consideration, and shopping behavior, then consumer search activity is the way to capture and measure the immediate impact that TV advertising has in real-time and at scale. Built on our ever-growing database of over 72M national TV ad airings from 2015 to the present, EDO's proprietary Search Engagement metric offers a powerful currency that can help you measure and optimize national TV ads and campaigns.

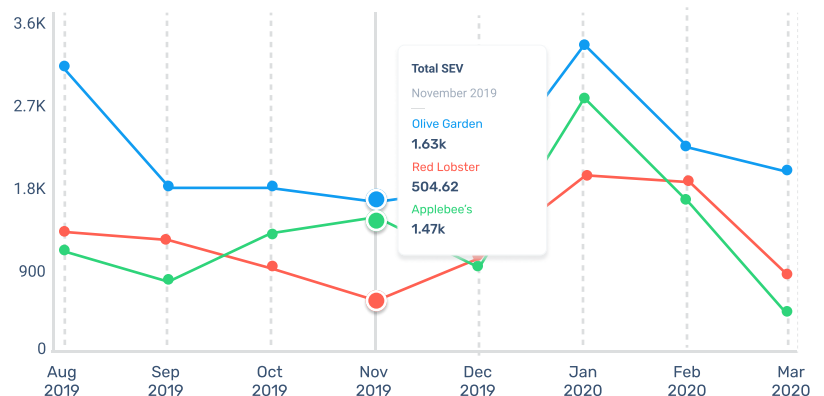
Ad EnGage CI:

Real-time competitive intelligence on TV Advertising. EDO's searchable database of all national linear TV ad airings with associated creatives since 2015 across 120+ TV Networks, 24/7. Learn from what others have done to optimize for success.



Ad EnGage SE:

Real-time insights into consumer engagement for more effective TV advertising. EDO applies advanced data science to calculate Search Engagement, a behavioral KPI measuring what consumers actually do in response to TV advertising, not just what they remember or say they'll do. This behavioral signal of consumer intent is used by our clients to improve creative allocation and make smarter media decisions, generating greater returns from their TV investments.



Why We're Better

- **Speed:** 24/7 monitoring with data from the previous day analyzed and ready to use by the next morning
- **Scale:** Minute-by-minute data on each individual ad airing across all national linear TV (English and Spanish-language)
- **Syndication:** Comprehensive data back to January 2015, enabling retroactive and competitive analyses with no setup; no first-party data or PII required
- **Actionability:** Ability to improve ROI through in-flight creative rotation optimization and insights for improved media planning and buys.
- **User-Directed:** Intuitive web app with omni-search, layered onto our highly accurate taxonomy of all advertised brands and products, puts you in control to explore what matters to you and makes it easy to customize benchmarks and competitive sets for your brand.