Reach/Frequency Multi-Platform

Build optimal media plans with unduplicated, multi-platform audience insights

**Comscore Reach/Frequency™ Multi-Platform** enables agencies and advertisers to build media plans by holistically evaluating media properties’ display, video and app content across desktop, smartphone and tablet.

Reach/Frequency Multi-Platform allows media planners to assess the efficiency of a proposed media plan, set frequency caps and evaluate the plan in the context of price and scale.

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**Why Comscore**

**UN_DUPLICATED, PERSON-CENTRIC INSIGHTS**
Make smarter multi-platform plans with an understanding of unduplicated audiences across desktop, smartphone, and tablet.

**REAL-WORLD SIMULATION**
Simulate effective reach and demographic targeting to assess the impact on price and scale in the digital ecosystem.

**IMPACTFUL OPTIMIZATIONS**
Adjust CPM rates, impressions and frequency caps to quickly understand campaign impacts.
Reach/Frequency Multi-Platform

How Comscore can help

**AGENCIES & ADVERTISERS**

- **Improve overall campaign ROI and effectiveness** by allocating your total ad spend across sites to yield the highest reach and frequency for your budget.

- **Predict the results of your campaign** by running a simulation using your actual inventory.

- **Eliminate waste** by identifying the point at which buying incremental GRPs has a diminishing return.

- **Understand overlaps between audiences on multiple platforms** to help you manage multi-environment messaging.

- **Assess the impact on the price and scale** of your campaign on selected media by indicating a proposed frequency cap.

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**Impressions vs. Total Reach**

<table>
<thead>
<tr>
<th>Scenario #1</th>
<th>Impressions</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 million</td>
<td>50 million</td>
<td>41.5 million</td>
</tr>
</tbody>
</table>

**Scenario #2**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 million</td>
<td>100 million</td>
</tr>
</tbody>
</table>

**+19.8% Lift**

Determine how to improve overall campaign reach by share-shifting your total ad spend across platforms.

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**Total Reach based on GRPs and Cost**

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL GRPs</td>
<td>100</td>
<td>299</td>
</tr>
<tr>
<td>COST</td>
<td>1.25 million</td>
<td>3.5 million</td>
</tr>
<tr>
<td>REACH</td>
<td>140.4 million</td>
<td>149.8 million</td>
</tr>
</tbody>
</table>

Find the point at which the highest ROI is achieved without wasting additional ad spend.

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Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.

learnmore@comscore.com  comscore.com

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