MMX Multi-Platform

Get a complete, unduplicated view of how digital audiences consume content across devices

Comscore MMX® Multi-Platform provides an unduplicated view of total audience behavior across desktops, smartphones and tablets. Measure the consumption habits of your digital audience and your competitive set by gaining insights into audience size, demographic composition, engagement, and behavioral trends.

MMX Multi-Platform offers comprehensive, person-level reporting across all devices and screens on all forms of digital content, providing metrics such as unique visitors, reach, time spent and cross-visitation.

New: MMX Multi-Platform subscribers can now access select Advanced Audiences to gain insight into the behaviors, lifestyles and interests of digital audiences across devices.

Why Comscore

HOLISTIC VIEW
Gain a complete view of your audiences’ consumption across digital devices.

UNDUPLICATED, PERSON-CENTRIC INSIGHTS
Get unduplicated, person-level insights through a combination of data from Comscore panels and the Comscore Census Network.

TRUSTED MEASUREMENT
Rely on the industry’s first unduplicated measurement of digital audiences.

Use MyMetrix Explore, a data exploration platform, to get the most out of your data. It provides a unique way to access, interact with, analyze and discover MMX Multi-Platform data.
How Comscore can help

AGENCIES & ADVERTISERS

- Reach target audiences using demographic and content constraints such as publisher consideration sets on desktops, smartphones, and tablets.
- Evaluate sites and apps side-by-side using relevant metrics for your campaigns.
- Expand the reach of your campaigns by targeting media properties on multiple platforms that are frequented by your ideal audience.

PUBLISHERS & CONTENT OWNERS

- Benchmark platform overlaps and engagement with competitors by comparing multi-platform consumption against category averages.
- Show the true scale of your reach to advertisers by quantifying your unique unduplicated digital audience across all devices.
- Tailor content offerings or highlight advertising propositions for individual or combined platforms by using demographic splits and engagement metrics.

“With mobile representing such a large segment of our digital audience, we knew that traditional web-based audience measurement was not giving us credit for the significantly larger audience we’ve been delivering to our advertisers. By addressing that critical piece of the landscape, this product is bringing a more realistic view of the true digital media universe to the market.”

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.