Xmedia Planner

Build optimal cross-platform media plans to improve ROI and eliminate waste

Xmedia™ Planner, the planning module of Comscore Xmedia™, allows media buyers and sellers to understand the cross-platform behavior of audiences to enable optimal media planning and spend allocation across platforms.

Leveraging the same underlying cross-platform data assets and deduplication methods as Xmedia, users run simulations to determine the right media mix between digital and TV, examine the effect of share-shifting across platforms and entities, and identify optimal reach thresholds to eliminate waste.

Why Comscore

DATA SCALE & QUALITY
Leverage massive, passively-collected data from multiple platforms to gain an impartial, continuous view of consumer media consumption.

UNDUPlicated MEASUREMENT
Get a total and unduplicated view of consumption based on multi-sourced panel and census assets applied to best-in-class overlap methodologies, not reliant on random duplication or fusion methods.

EXPERIENCE & INNOVATION
Benefit from Comscore’s history of innovation and industry-firsts in measuring cross-platform audiences and advertising.

Xmedia Planner helps clients run simulations to identify optimal reach and frequency based on variables like spots, impressions, GRPs and cost.
How Comscore can help

**AGENCIES & ADVERTISERS**

- **Improve overall campaign ROI and effectiveness** by allocating your total ad spend between TV and digital to yield the optimal reach and frequency for your budget.
- **Anticipate the results of your campaign** by running a simulation using your actual inventory.
- **Eliminate waste** by identifying the point at which buying incremental GRPs, spots or impressions has a diminishing return.

**TV NETWORKS**

- **Demonstrate the value of your TV and digital entities** with the ability to compare plans based on a side-by-side view of your total inventory.
- **Prove your value relative to competitors** by running cross-platform scenarios within your competitive set.
- **Reach more viewers with promotions** by identifying the best digital entities on which to reach your target audience.

**DIGITAL PUBLISHERS**

- **Demonstrate the incremental digital reach and frequency** your audience would provide to traditional TV media plans.
- **Shift ad dollars to digital by proving the value of your digital** audience in various media packaging scenarios.
- **Show you have a more valuable digital audience** relative to your competition by creating simulated media plans.

**Impressions vs. Total Reach**

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

**Total Reach based on GRPs and Cost**

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

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.