Campaign Ratings

Measure unduplicated campaign delivery across platforms and optimize performance in-flight

Comscore Campaign Ratings™ is designed to provide in-flight measurement of cross-platform campaign delivery across TV, over-the-top (OTT), desktop and mobile.

Powered by massive data scale and pioneering person-level measurement methodologies, Comscore Campaign Ratings aims to provide marketers and media companies with a trusted third-party currency for evaluating campaign delivery across platforms, including co-viewing lifts and unduplicated reach, frequency and GRPs for key demographics.

Why Comscore

**UN duplexed Measurement**
Access a holistic, unduplicated view of campaigns – including impressions, reach, frequency and GRPs – across TV, OTT, desktop and mobile platforms.

**Co-viewing Insights**
Achieve person-level measurement and understand co-viewing for TV, OTT and cross-platform using pioneering data science.

**Proven Leadership**
Plan, transact and evaluate campaigns with greater confidence with Comscore’s proven leadership and trusted measurement expertise.

Seamless Reporting, Flexible Delivery
Analyze campaign performance within an intuitive user interface or ingest data directly into your systems through an API.

*Product is currently in beta testing phase*
How Comscore can help

AGENCIES & ADVERTISERS

- **Optimize campaign delivery in-flight** to hit reach/frequency objectives, impression thresholds and demographic in-target volumes across platforms.

- **Measure total and platform-specific co-viewing lifts** to account for all audiences exposed to your campaign.

- **Better allocate and align spend** by comparing the relative effectiveness of networks and publishers in achieving campaign-specific KPIs.

TV NETWORKS & VMVPDS

- **Strategically bundle, package and price cross-platform advertising inventory** to drive more profitable monetization and stronger ROI.

- **Optimize demographic delivery for key client campaigns** to ensure specific impression thresholds are met across various platforms.

- **Illuminate under-valued audiences with co-viewing insights** and prove the value of unique digital audiences to unlock new monetization opportunities.

“**The market is ripe for true cross-platform measurement that provides critical insight into unduplicated audience reach and co-viewing behavior.** We’re passionate about this initiative and look forward to partnering with Comscore’s new leadership on a solution with the potential to move our entire industry forward.”

RADHA SUBRAMANYAM
Chief Research and Analytics Officer, CBS

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.