AMOBEE

LINEAR TV PLANNER

The most sophisticated linear TV reach optimization tool in the industry

Linear TV Planner, underpinned by allocation-based decision science, is purpose-built for media investment in supply-constrained inventory. Deduplicate your target audience and build a comprehensive, optimized, market-ready linear schedule.

Invest smarter

Get more value from smarter, data-enabled media investments.

Amobee can help by:

- Enabling you to succeed in a fragmented marketplace where you need both data & technology.

- Providing a powerful optimization engine that turns waste into value.

- Allowing you to manage frequency and reach across networks by planning your linear TV more holistically.

- Using smarter technology to maintain audience reach and performance despite rising media costs.

- Optimizing your investment throughout the entire buying cycle.

- Putting the power back in your hands.

Objective-based targeting

Inputs

Audience targeting (including 1PD and 3PD), objectives, constraints, and planning parameters customized to your clients' investments needs.

- Upfront planning.

- Outcomes-based planning.

- Weekly reach planning.

- Upfront-aware scatter planning.

- Brand portfolio planning.

- ADU selection.

- Fluidity deal allocations.

- Hold to order re-optimization.

- Options optimization.

- In-quarter optimizations.

- Scatter optimizations.

Outputs

Actionable and deduplicated output that takes into account advertiser objectives, constraints, and planning parameters at a very granular level of detail.