# ADVANCED CROSS-PLATFORM ANALYTICS FOR A DIVERSE MASS MARKET



### ANALYTICS POWERED BY HUMAN BEHAVIOR

App Science<sup>®</sup> provides data analytics for cross-platform measurement utilizing its proprietary **55MM U.S. Household Graph.** Powered by human behavior signals across mobile and CTV, matched and validated, to generate actionable insights into culturally diverse audiences. OUR MISSION IS TO ENSURE ALL DIVERSE AUDIENCES ARE REPRESENTED.

THE ONLY MEASUREMENT THAT PROVIDES DEEPER INSIGHTS INTO THE LARGEST U.S. DIVERSE AUDIENCES

- HISPANIC • AFRICAN AMERICAN • ASIAN AMERICAN
  - LGBTQ+
    - AND MORE



- Granular Audience Breakouts:
   Spanish Dominant, Korean,
   Chinese, Vietnamese & More
- Country of Origin
- Language Preferences
- Cultural Preferences

PROPRIETARY 55MM U.S. HOUSEHOLD GRAPH (

**280MM** MOBILE DEVICES

MOBILE APP INTEREST
 MOBILE DEMOGRAPHICS
 MOBILE LOCATION

• CTV SUBSCRIPTIONS • CTV DEMOGRAPHICS • CTV PROGRAMMING • PURCHASE SIGNAL

• DETERMINISTIC DATA

3P CONSUMER DATA



**48%** OF U.S. STREAMING HHS

# WHY CHOOSE OUR UNIQUE SOLUTION



GRANULAR DIVERSE AUDIENCE INSIGHTS



ACROSS CHANNELS AND PLATFORMS / PUBLISHERS

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PREMIUM SERVICE EXPERTISE

## **ENHANCE YOUR ANALYTICS.** DIVERSITY IS IN OUR DNA.

MINORITY OWNERSHIP • SUPPORT INCUSIVE INVESTMENT • MEET DIVERSITY REQUIREMENTS



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# DRIVE ROI WITH ANALYTICS POWERED CAMPAIGNS

#### **INSIGHTS**



#### AUDIENCE REACH

 Total Reach & Frequency, Duplication
 Diverse Audience Reach & Frequency Sample: Hispanics, African Americans, Asian Americans, LGBTO+, Country of Origin Ethnic Breakouts, Language Preference



#### **AUDIENCE VERIFICATION**

Diverse Audiences
Custom Audience Segments
Sample: Demographic, Language, Lifestyle Interests, In Market: Auto, Shopper, Political, New Parents, Value Hunter



#### **APP AFFINITIES**

Top Viewing Shows & GenresTop App Interests & Categories

Location Points of Interests

# ACTIONABLE CAMPAIGN INTELLIGENCE

- Measure & Verify Reach Understand Duplication & Audience Overlap
- Validate Audiences, Partners, and Spend for Optimizations

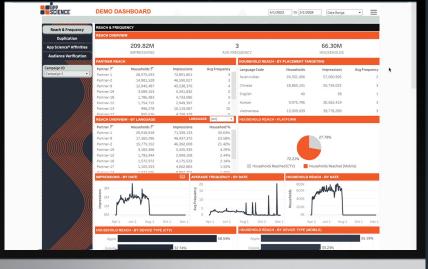
**CIENCE**®

• Deeper Audience Behavioral Insights to Inform Optimations & Future Strategy and Planning

Unified Reporting ( Across Channels and Platforms / Publishers

> Real-time Analytics Dashboard ( Customizable, 24/7 Access

Al Featured Summaries & Insights 🧉



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