

ADVANCED CROSS-PLATFORM ANALYTICS FOR A DIVERSE MASS MARKET



ANALYTICS POWERED BY HUMAN BEHAVIOR

App Science® 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



110MM
CTV HHS

- CTV SUBSCRIPTIONS
- CTV DEMOGRAPHICS
- CTV PROGRAMMING



VERIFIED
3P DATA

- PURCHASE SIGNAL
- DETERMINISTIC DATA
- 3P CONSUMER DATA



55MM
VALIDATED HHS

48% OF U.S.
STREAMING HHS

WHY CHOOSE OUR UNIQUE SOLUTION



GRANULAR DIVERSE AUDIENCE INSIGHTS



ACROSS CHANNELS AND PLATFORMS / PUBLISHERS



AGNOSTIC REAL-TIME ANALYTICS



PREMIUM SERVICE EXPERTISE

ENHANCE YOUR ANALYTICS.
DIVERSITY IS IN OUR DNA.

MINORITY OWNERSHIP • SUPPORT INCUSIVE INVESTMENT • MEET DIVERSITY REQUIREMENTS



CONNECT WITH US

DRIVE ROI WITH ANALYTICS POWERED CAMPAIGNS



INSIGHTS



AUDIENCE REACH

- Total Reach & Frequency, Duplication
 - Diverse Audience Reach & Frequency
- Sample: Hispanics, African Americans, Asian Americans, LGBTQ+, 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 & Genres
- Top App Interests & Categories
- Location Points of Interests

ACTIONABLE CAMPAIGN INTELLIGENCE

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

AI Featured Summaries & Insights



ENHANCE YOUR ANALYTICS. DIVERSITY IS IN OUR DNA.

MINORITY OWNERSHIP • SUPPORT INCUSIVE INVESTMENT • MEET DIVERSITY REQUIREMENTS



CONNECT WITH US