

Precise TV is the world's leading digital advertising platform using contextual intelligence to deliver unparalleled, full-funneled performance across brand-safe, relevant video campaigns to reach your target audience. Being 100% privacy compliant means we are at the forefront of the cookieless future of advertising.

On the World's Largest Platforms:



Why Companies Use Precise TV:

60%
Reduction in media wastage

26%
Purchase intent uplift

2-4x
Typical improvement in ROAS



Shopping Affinity Data

We help businesses execute sales-producing media buys through exclusive access to global Amazon, Walmart and Target shopping behavior data, such as product browsing, in-cart activities, review posting, and purchase data. The inputs are provided by consumers but the data is all 100% privacy compliant, non-PII. Other retail data (Target, Walmart, etc.), in addition to first party shopping behavior data from direct to consumer brands (via their own sites or Shopify), also supports our machine learning models that inform business outcomes-focused media buys.



Omnichannel POS

Offline sales are beating online sales by trillions of dollars every year and you should be able to track the impact your digital marketing has on a sale, no matter where that sale happens.

By analysing your weekly retailer sales data, we can close the loop between advertising and sales impact to ensure we're optimizing to move the needle, and showing you the direct impact Precise TV has on your bottom line.



Brand Suitability

Our contextual intelligence platform uses advanced machine learning to meticulously analyze millions of videos on YouTube and the world's largest social media platforms providing video level targeted advertising. We find the videos your target audience is watching and produce the most effective and efficient ad placements that will drive performance and ultimately, sales without compromising brand safety.

Precise TV Powers the World's Leading Digital Ad Buyers

