



## Tango's Targeted TV Dashboard: Puts it All Together.

### PLANNING AHEAD IS MOST EFFICIENT

Know your audience and what the media will cost to reach them.

Planners/Buyers can use automated estimates in TangoDASHBOARD to review inventory selection against cost for specific audiences.

TangoDASHBOARD creates strategic and tactical value for advertisers: Pockets of opportunity can be found in shows, networks, dayparts, rotations, whenever they're watching, where they're watching.

TangoDASHBOARD applies external targeting data: 1st or 3rd party data utilized to score impression value.

TangoDASHBOARD informs the planner/buyer with media delivery comparisons: A targeted line of inventory's value can only be reflected in its ability to reach the desired target AND the comparative cost.

For More Information Contact:

Rich Kaufman

(212) 983-2357

[rich.kaufman@centriply.com](mailto:rich.kaufman@centriply.com)



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