UNDERSTAND AND GROW AUDIENCES

Ipsos MediaCell: single-source cross media measurement



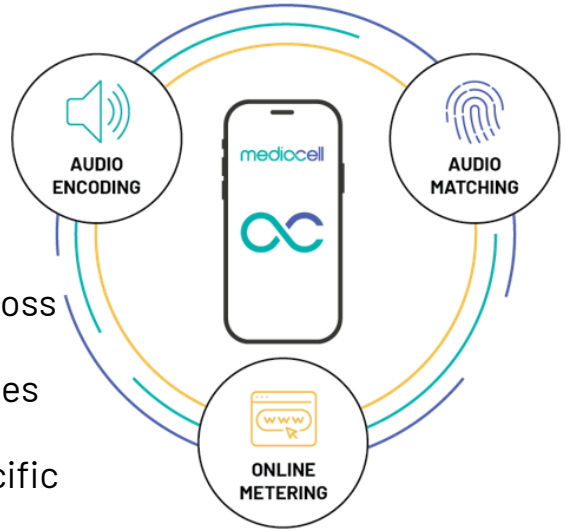
Understanding who your audiences are and **what they do** is crucial **to grow your business.**

You need to know:

- What is the **true** reach of your content across **platforms and devices?**
- How do audiences **consume and engage** with content throughout the day?
- Which **platforms, channels and content** drive the greatest **audience value**?
- How can you make **confident decisions** using trusted, de-duplicated audience data?

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Ipsos MediaCell delivers a complete, de-duplicated view of audiences across platforms, enabling broadcasters, publishers and platforms to understand audience behaviour, evaluate content performance and make better business decisions.



WHAT YOU GET:

- True de-duplicated reach
- Metrics to value content across platforms
- Data on how / when audiences are engaging
- Overall performance of specific content
- Ability to set and measure KPIs
- Independently verified data for stakeholders
- Advertising currency data

Ipsos combines global leadership in audience measurement, proven passive measurement expertise and industry currency experience, with a people-first approach to understanding audiences.

MediaCell is an **Ipsos' proprietary technology** providing:

- Single-source measurement
- All platforms and devices measured
- Software-based passive technology
- Representative panels
- Data integration options

Ready to unveil new opportunities with Ipsos MediaCell?
Contact Jim.Ford@ipsos.com