

MAKE POWERFUL MANEUVERS WITH CONFIDENCE & CLARITY

As your understanding of the landscape grows more vivid, so does your ability to command it. With the only unbiased source for competitive advertising intelligence, take control of every battleground and any untapped market—with winning clarity.



Invest Ad Dollars Effectively

Expand your view of activity across all paid media. Armed with competitive spend, allocate budgets more efficiently, and promote the right message at the right time.



Stand Out with Compelling Messaging

Leverage fast coverage of breaking creatives to monitor and analyze advertising activity. Receive email alerts of new threats within 24-48 hours so you can stay ahead of the competition.



Get Ahead of the Competition

Develop a stronger grasp of any brand's omni-channel strategies, from the big picture down to the details. Quickly identify and act on subtle shifts in the market and gain a competitive edge.

28 Media Types Including:

Digital

Streaming, Online Video, Mobile Web & Video, Mobile Apps, YouTube, Paid Search & Social

Linear TV

Cable, Network, Syndication, Spanish-language, Spot TV

Radio

Local, National Spot & Network

Print

Magazines & Newspapers

OOH

Outdoor & Cinema

Billions in Spend Metrics.
Millions of Creative Assets.
No One Like Us.

Optimize, Outmaneuver & Outperform

When we do our job right, you have the full command of the facts. By harmonizing millions of data points and creative assets across a standard taxonomy, we've created an unmatched, comprehensive view of the entire advertising ecosystem. We offer four solutions that help you eliminate blind spots and deliver without hesitation:



Brand Strategy

Uncover competitive strategies, analyze creative and media tactics, and dominate your space. Identify your competitors' messaging and the media weight behind those ads to determine the optimal creative approach for your brand.



Media Planning

View your full competitive landscape, across all paid media and every vertical. Leverage apples-to-apples comparisons to easily analyze omni-channel strategies, down to product-level detail, to drive media planning and buying decisions.



Sales Edge

Identify high-value advertisers, build stronger pitches, and focus on the accounts that move the needle. Drive growth strategies using a robust understanding of who is spending when and where, and discover new categories with strong sustained spend.



Ad Catalog

Gain an edge in today's multi-screen, cross-channel world by leveraging the industry's richest ad occurrence data. Access the largest and most robust categorized TV ad reference library with real-time breaking ad monitoring, powered by market-leading taxonomy.