AdSmart

WHAT IS ADSMART?

AdSmart from NBCUniversal is our industry-leading holistic suite of advanced advertising solutions that powers audience targeting and optimization as part of NBCUniversal's One Platform.

AdSmart brings together NBCU's unmatched premium portfolio and data-driven targeting capabilities to reach the right consumers across all screens for your business objectives. Whoever your audience is, whether it's an advanced consumer target or a demo target, we can help you build meaningful connections at scale and drive measurable impact for your brand.

HOW DOES ADSMART WORK?

We know that flexibility is key, so we offer options for managed service and self-service activations.

For managed service buys, we combine our premium content with rich data and our own proprietary technology as follows:

- **Data** – For advanced target audiences, we match rich first-party and third-party consumer behavioral data from leading partners—including your data!—to video consumption data across platforms (e.g., set-top box viewership data, MVPD subscriber data, device IDs). For demo target audiences, we leverage
For **self-service buys**, we have a **proprietary programmatic linear API** that enables you to build your own **data-driven linear campaigns**, and our integration with FreeWheel’s Programmatic Module enables you to activate **private marketplace and programmatic guaranteed buys** across our premium digital video portfolio.

**No matter how you define your audience**—C-Suite executives, heavy retail spenders, in-market auto intenders, environmentally-conscious purchasers, traditional age/gender demos—we **have the content**, the scale, and the technology to connect them with your brand.

**NEW FOR 2020/2021**

We have a lot of exciting new developments for this year. Here are some highlights:

- We’re introducing a **first-to-market cross-platform optimizer for unduplicated audience reach** across linear and digital. This unique data-driven solution enables us to **recommend linear + digital media allocations to maximize reach across platforms**.
- We’ve **expanded our proprietary data-driven linear solution** to include Nielsen
updating our programmatic linear API to include feeds customized for each advertiser category, and we’re introducing a new feature to ingest plans directly from your DSP into our linear booking system.

Plus, with NBCUniversal + Sky, AdSmart has gone global!

FOR MORE INFORMATION

More than just a suite of capabilities, AdSmart is a data-at-the-center partnership that leverages advanced advertising to improve the efficiency and effectiveness of your One Platform buys, across screens and even across international markets.
Contact Our Team