AdSmart

What is AdSmart?

AdSmart from NBCUniversal is our industry-leading suite of advanced advertising solutions that powers audience-based media activation 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, 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:
(e.g., set-top box viewership data, MVPD subscriber data, device IDs). And starting in the second half of 2022, our data sourcing and matching will be even smarter thanks to NBCUnified, NBCU’s new first-party data and identity platform.

- **Technology**—The art of our video assets and the science of our data come together through our proprietary technology solutions to find and deliver your audience wherever they’re watching, whether it’s on national linear TV, set-top box VOD, connected TV, desktop, or mobile.

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 streaming portfolio.

No matter how you define your audience—business decision makers, Spanish-language viewers, heavy retail spenders, in-market auto intenders, environmentally-conscious purchasers—we have the content, the scale, and the technology to connect them with your brand.

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