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Capabilities:Data + Targeting

AdSmart

Share



Fetching...





AD | SM
from N

Overview
Case Studies

Audience Studio is now AdSmart! Read the press release here on our advanced advertising alignment with Sky.

ABOUT ADSMART

AdSmart from NBCUniversal is our industry-leading holistic suite of advanced advertising solutions, comprising **linear optimization** for enhanced delivery to target audiences through the unparalleled reach of linear TV, **addressable TV** for ads delivered directly to target households through highly engaging long-form video, **digital targeting** for ads delivered directly to target users through premium online content, and **contextual alignment** to match brand messaging with relevant scenes across our national linear programming.

ADSMART AUDIENCE: TARGETING ON EVERY SCREEN, ACTIVATION YOUR WAY

Our advanced audience targeting platform, AdSmart Audience, combines the **unmatched power of NBCUniversal's portfolio** to engage consumers on every screen, **rich first- and third-party consumer data**, including your data, and **data-driven advanced targeting** to **reach the right consumers** for your business objectives, enabling you to build **meaningful connections at scale** and drive **measurable impact for your brand**.

With AdSmart's audience targeting capabilities on every screen—optimized linear, addressable, and targeted digital—we help you connect with the right consumers wherever they are. This includes:

- **One-to-many targeting** for enhanced delivery to target audiences through the broad reach of national linear TV
- **One-to-household targeting** for dynamic delivery to target households through premium long-form/FEP video on Comcast STB VOD and Hulu streaming
- **One-to-one targeting** for dynamic delivery to target users through premium digital display, short-form, and long-form/FEP content

Plus, we offer flexible activation paths, so how you reach your audience is up to you, with:

- **Managed service options** that use our in-house data sets (plus yours if you have your own data), our in-house data technology, and our in-house data science expertise for targeted buys with audience delivery guaranteed
- **Self-service options** for advertisers who want to use their existing DSP integrations to execute targeted buys

ADSMART CONTEXT: AI-POWERED CONTEXTUAL ALIGNMENT FOR LINEAR TV

With our AdSmart contextual alignment platform, AdSmart Context, we're leveraging proprietary machine learning technology and emotion recognition algorithms to **match an advertiser's creative with the most contextually relevant scenes across our unequalled national TV programming**. Through this contextual alignment, we're able to reduce tune-out, improve the viewing experience for consumers, establish positive brand associations, and improve advertising impact such as brand recall, ad recall, and ad favorability.

ADSMART PARTNERSHIPS

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 media buys. To learn more, contact our team at adsmartcomms@nbcuni.com.

NBCUniversal

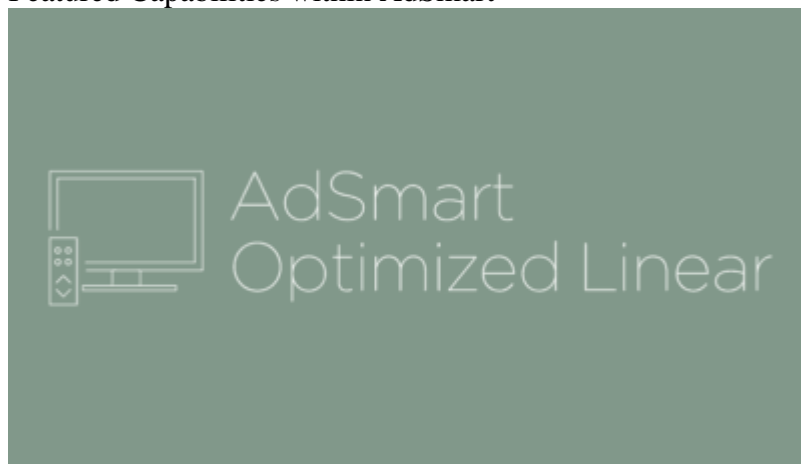
To See The Full Content

Sign up or log in for unequaled access to this content as well as NBCUniversal programming, trailers, opportunities, pilots and more.

[Sign Up](#) [Log In](#)



Featured Capabilities within AdSmart



AdSmart

AdSmart Optimized Linear



AdSmart
Addressable

AdSmart
AdSmart Addressable



AdSmart
Targeted Digital

AdSmart
AdSmart Targeted Digital
The New Standard in Collaboration

AD | SMART
from **NBCUniversal**

Network
AdSmart

Symphony



Symphony

Social Synch



Social Synch

YouTube

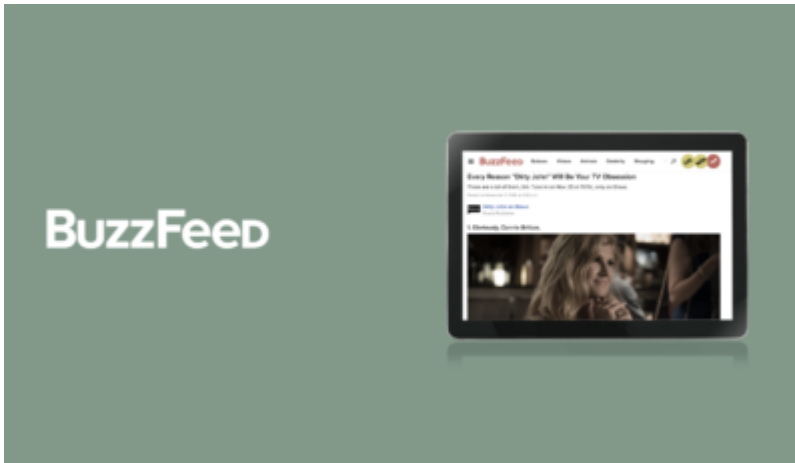


YouTube + NBCUniversal

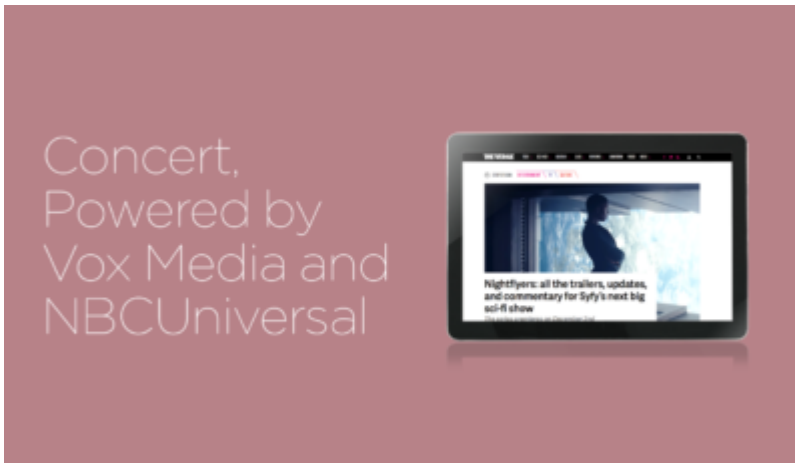
Case Studies



Case Studies



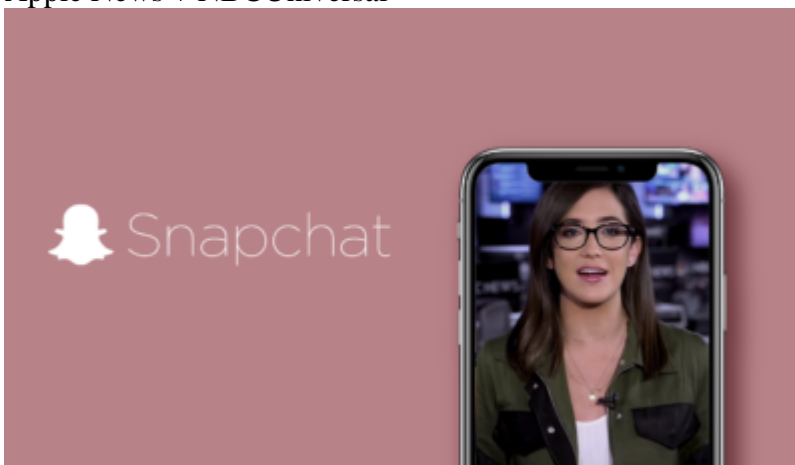
BuzzFeed + NBCUniversal



Concert, Powered by Vox Media and NBCU



Apple News + NBCUniversal



Snapchat + NBCUniversal

Thanks for getting all the way down here!
Any thoughts or questions?

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