


# Measurement Framework V4.0 February 2023

Industry in state of flux, subject to change. Will be updated regularly. Companies are in alphabetic order by category unless certified. Partners are certified by category.




 = NBCU Certified Measurement Partner








## TRANSACTIONAL

## IMPACT

## BUSINESS PLANNING

### 1 AUDIENCE MEASUREMENT

**Currency**  
 comscore (Local)  
 iSpot.tv (National, Persons Demo & Advanced)  
 videoamp (National, Advanced)

**Currency Contenders**  
 IXERO LIVE  
 comscore  
 Nielsen  
 ORACLE Advertising  
 SAMBA TV  
 tvSquared  
 videoamp

**Streaming/Digital**  
 CONVIVA  
 Adobe  
 media melon

**Content Quality**  
 Adelaide  
 dumbstruck  
 LUMEN  
 MarketCast  
 ORACLE Advertising  
 RMT  
 TVISION

**Media Planning & Optimization**  
 AMOBEE  
 RPP SCIENCE  
 Cint

 CIVIS ANALYTICS  
 DV DoubleVerify  
 escalent  
 ER Extreme Reach  
 FOURTHWALLMEDIA  
 FURIOUS  
 INFINIA  
 Ipsos  
 IRIS.TV  
 KANTAR  
 Ocucom  
 SAMBA TV  
 streamhub  
 tatar  
 tvbeat  
 Upwave

**Persons-Based TV Panel**  
 BEATGRID MEDIA  
 HyphaMetrics  
 immetrica  
 Nielsen  
 PlumResearch  
 TVISION

### 2 AUDIENCE VERIFICATION

 DV DoubleVerify  
 AS  
 ORACLE Advertising  
 kinetiq

### TV Monitoring & TV Ad Catalog & Video Ad Server

 iSpot.tv  
 INNOVD  
 FRESHWHEEL  
 ER Extreme Reach  
 EDO  
 itech  
 HIVE  
 KANTAR  
 kinetiq  
 Nielsen  
 VIZIO

### 3 BRAND MEASUREMENT



 dynata  
 KANTAR  
 loopMe  
 LUCID  
 MarketCast  
 DISQO  
 BEATGRID MEDIA  
 escalent  
 comscore  
 Latitude  
 Nielsen  
 prodege  
 RAM  
 Upwave  
 YouGov






### INCREMENTALITY MEASUREMENT




**Website Conversion Online/ Offline Sales**  
 DataPlusMath  
 EDO  
 iSpot.tv  
 KOCHAVA  
 NCSolutions  
 SAMBA TV  
 tatar  
 tvSquared  
 videoamp  
 ABCs Insights  
 CIVIS ANALYTICS  
 ENGINE MEDIA SOLUTIONS  
 experian  
 FOURTHWALLMEDIA  
 INMARKET  
 INFINIA  
 KANTAR  
 loopMe  
 ORACLE Advertising  
 Nielsen  
 RAM



**Foot Traffic**  
 RPP SCIENCE  
 FOURSQUARE  
 NinthDecimal  
 powered by INMARKET  
 onSpot  
 PlaceIQ



### 4 SALES IMPACT (INDUSTRY SPECIFIC)

**Auto**  
 Polk  
 S&P Global Mobility

**CPG**  
 CATALINA  
 IRI  
 Kroger  
 NCSolutions  
 Numerator

**Finance (Credit/Debit)**  
 affinity solutions  
 Verisk Financial  
 Commerce Signals

**Health Care/Pharma**  
 Veeva Crossix  
 IQVIA

**Insurance/QSR/Food Services/Wireless**  
 Nielsen  
 Numerator

### 6 BUSINESS OUTCOME GUARANTEE

### 5 MULTI-TOUCH ATTRIBUTION

 CATALINA  
 iSpot.tv  
 IQVIA  
 neustar  
 rockerbox  
 Veeva Crossix  
 videoamp  
 Polk  
 S&P Global Mobility  
 Adobe  
 CIVIS ANALYTICS  
 comscore  
 DataPlusMath  
 C3 Metrics  
 FOURTHWALLMEDIA  
 KOCHAVA  
 EDO  
 NCSolutions  
 KANTAR  
 MARKETING EVOLUTION  
 Nielsen  
 ORACLE Advertising  
 tvSquared

### Marketing Mix Modeling

 ANALYTIC PARTNERS  
 GAIN THEORY  
 IRI  
 KANTAR  
 neustar  
 Nielsen

### 7 EMOTION

 dumbstruck  
 REAL  
 emozo  
 iSpot.tv  
 Latitude  
 MEDIASCIENCE  
 real eyes  
 RMT  
 NEURO-INSIGHT  
 System1  
 whip media

### Identity Graph/Resolution

 acxiom  
 adstra  
 CHOREOGRAPH  
 CONVIVA  
 EPSILON  
 experian  
 LiveRamp  
 neustar  
 TRUOPTIK  
 TransUnion  
 truth{set}

### Content/ Attention/ Interactivity/ Social

 avocado  
 Entelligence  
 INNOVD  
 JUMP  
 MarketCast  
 sprinklr  
 ThinkingRight LLC  
 TVISION  
 Adelaide  
 BrightLine  
 HIVE  
 iSpot.tv  
 LISTENFIRST  
 RelishMix  
 Talkwalker  
 tubular  
 zoomph