

AWARD WINNING CERTIFIED MEASUREMENT PROGRAM PARTNER SPOTLIGHT: TV SQUARED

Tubi gives brands breakthrough results throughout the customer journey and partnering with TVSquared helps detail the impact and ROI of brand campaigns.

As part of Tubi's Certified Measurement Partner program, TVSquared helps to bring together OTT and linear viewership and ad occurrence data, representing Tubi's massive streaming footprint.



CATEGORY PERFORMANCE HIGHLIGHTS



QSR

82% of Tubi's Audience was incremental to linear investments



CPG

95% of Tubi's Audience was incremental to linear investments



THEATRICAL

84% of Tubi's Audience was incremental to linear investments



RETAIL

93% of Tubi's Audience was incremental to linear investments



AUTO

89% of Tubi's Audience was incremental to linear investments



TRAVEL

93% of Tubi's Audience was incremental to linear investments