

VERITONE ATTRIBUTE™

Demonstrate That Television Advertising Works

Veritone Attribute gives you and your advertisers tools to make connections between ad placement and the actions the target audience has taken on the advertiser's website. As a result, you can advise advertisers throughout their campaigns on how best to use their ad dollars to accelerate purchases.

AI-POWERED ATTRIBUTION IN TELEVISION BROADCAST

- PRE-RECORDED SPOTS
- LIVE READS*
- ORGANIC MENTIONS*

**Available with expanded solution*

Show Broadcast Advertising Effectiveness

- Correlate viewers' website engagement to campaigns
- Measure the effectiveness of advertising campaigns in near real-time

Intuitive Self-Service Solution

- Simple and easy to use dashboard
- 3-step process to onboard new advertisers
- Economically priced with stand-alone and package offerings

Curate Customer Reports Quickly

- Develop television attribution reports for customers
- Near real-time analytics dashboard with custom time frame reporting

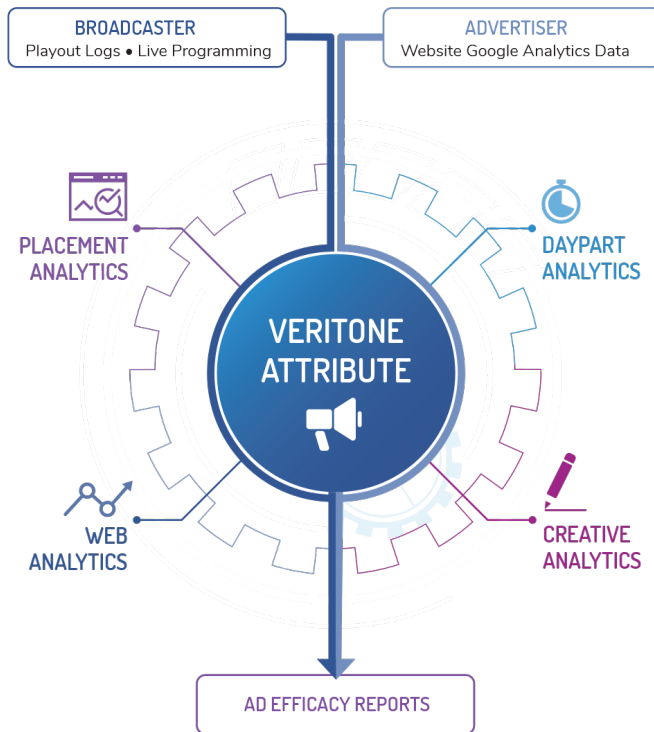
Improved Collaboration with Advertisers

- Collaborate with advertisers on campaign insights and advise advertisers throughout campaigns
- Leverage campaign response data to optimize campaign placement, creative, duration, and day-part strategy

MAKING AI WORK FOR YOU

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VERITONE ATTRIBUTE IN ACTION



**"HALF THE
MONEY I SPEND
ON ADVERTISING
IS WASTED; THE
TROUBLE IS I DON'T
KNOW WHICH HALF"**

—John Wanamaker
Marketing Pioneer



Viewer Engagement

Show viewer correlation with advertisement engagement



Campaign Management

Manage advertising campaign tracking and efficacy in a self-service, centralized platform



Custom Attribution Time Span

Allow authorized users to configure the attribution window and set it for any time span



Intelligent Attribution

Make connections between advertising campaigns and the actions the target audience has taken on the advertiser's website



Near Real-time Data*

Determine the effectiveness of advertisements within minutes of creation



Reports & Dashboards

Custom report on customer behavior impact analytics from pre-recorded, live-reads and organic* mentions, available in a PDF and PPT

**Available with expanded solution*

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