



# Realytics: **At the core of TV & digital convergence**

smartclip teams up with Realytics to offer clients  
an all-in-one platform for TV attribution.

[www.realytics.io](http://www.realytics.io)

## AdPerformance

The performance measurement tool for linear and Addressable TV campaigns

### Turning TV into a real acquisition channel

- ✓ Measure effectiveness of TV campaigns
- ✓ Analyse most desired KPIs
- ✓ Optimise with the support of TV experts

## Adkymia

Europe's first programmatic TV platform

### Simplifying the TV buying process

- ✓ 60 linear TV channels available
- ✓ Buy linear TV and ATV ads programmatically
- ✓ Target with classic and behavioural capabilities
- ✓ Analyse TV campaign performance (CPM and CPE)
- ✓ Monitor TV investments
- ✓ Measure carbon footprint of TV campaigns