



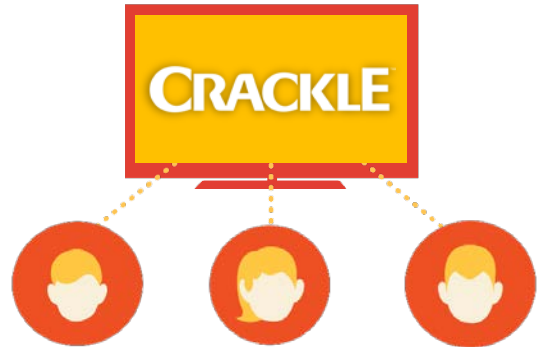
Targeting & Data

Deliver the right ad, to the right people, at the right time

MULTI-PLATFORM AUDIENCE MEASUREMENT

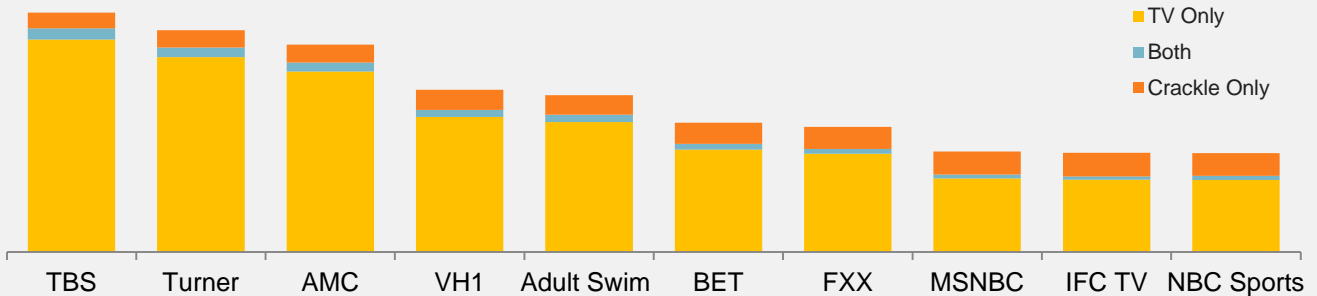
We work with both Nielsen & comScore for multi-platform audience measurement and ad campaign demographic reporting across online, mobile & Connected TV

- **Nielsen digital ad ratings (DAR)**
- **comScore validated campaign essentials (vCE)**
- **comScore multi-platform video metrics**
Single unduplicated comScore audience measurement of digital video consumption across desktop, smartphone, tablet and Connected TV.
- **Nielsen Total Audience**



INCREMENTAL REACH – NIELSEN TOTAL AUDIENCE

Crackle Multi-Platform Incremental Reach A18-34



Crackle adds incremental reach to advertisers' traditional TV campaigns. **AVERAGE LIFT | 3 - 6%**

BEHAVIORAL SEGMENTATION

Addressable Matching across Crackle via Adobe Audience Manager DMP

Desktop, Mobile/Tablet & Connected TV

We work with Adobe and leading data providers to offer Advertisers the ability to connect to our audience in a meaningful way.