3 Ways Marketers Can Utilize Data-Driven Ad Spend in Upfronts

During last year’s Upfronts, NBCUniversal put a $1 billion dollar stake in the ground on using granular data to buy TV ads. It placed $1 billion worth of inventory for sale using its Audience Symphony platform, which includes information from set-top boxes and third-party sources. This move gave advertisers the option to use non-Nielsen data… http://www.adweek.com/tv-video/3-ways-marketers-can-utilize-data-driven-ad-spend-in-upfronts/