Trendrr.tv – Brands and Media Agencies

About Trendrr.tv

Trendrr.tv is an intuitive, turnkey enterprise technology solution that solves the problem of processing, understanding and leveraging social data around television. It helps networks, television studios, brands, and media agencies understand points of attention and value across different devices and services.

Trendrr.tv for Brands and Media Agencies

Trendrr.tv helps brands and their media buyers make smart decisions about where, when and how to engage their audiences by providing marketers with the ability to track awareness, understand anticipation and effectiveness, and measure brand lift.
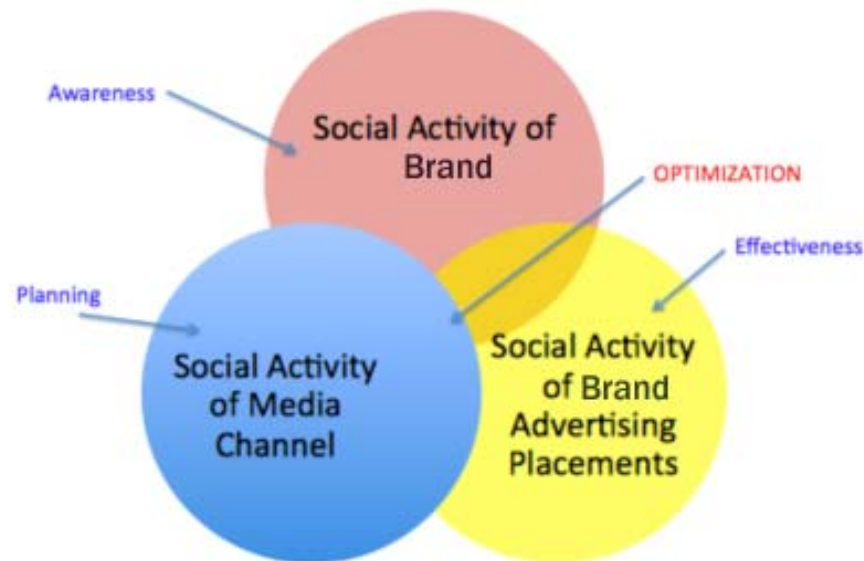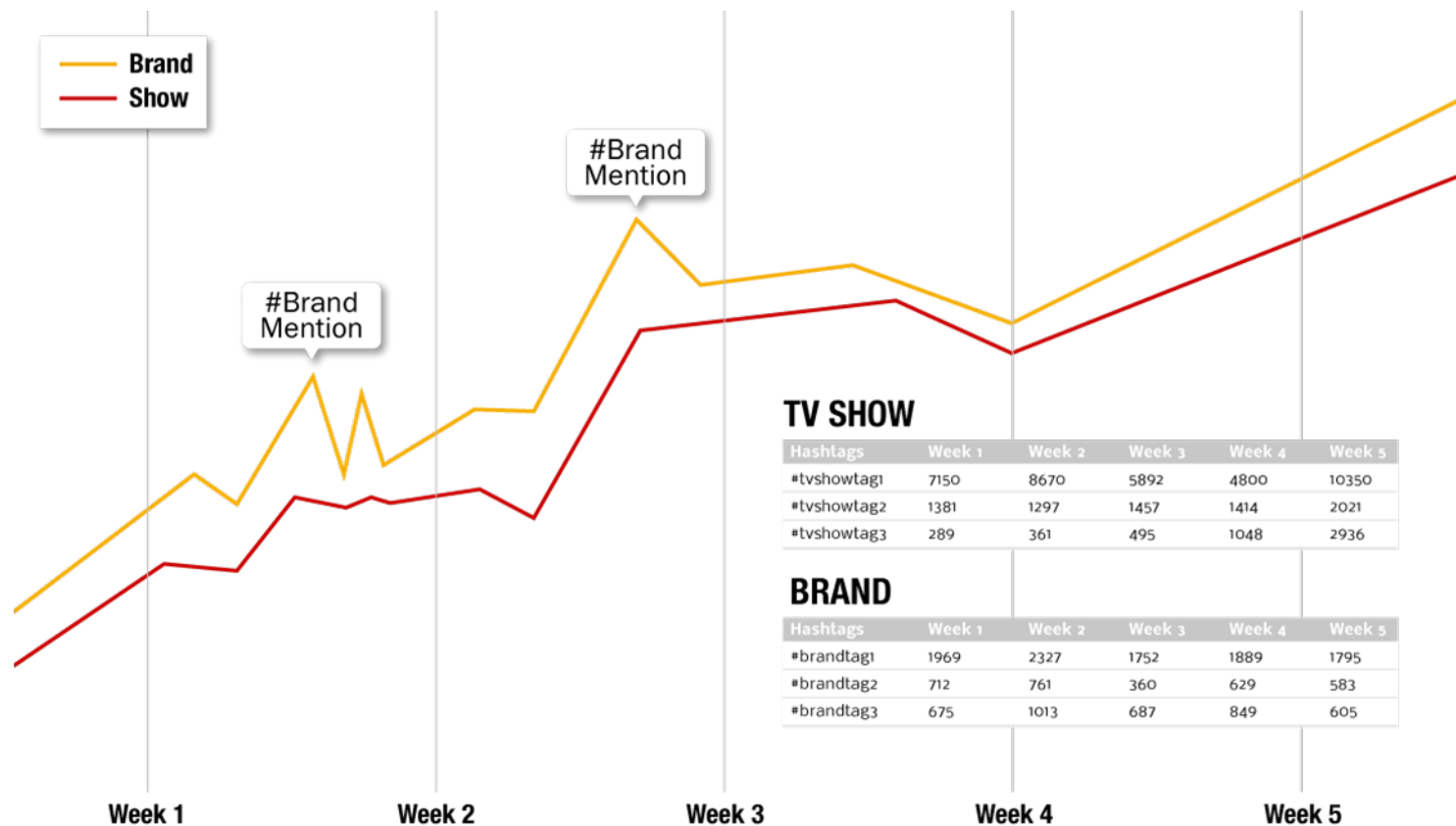
Trendrr.tv for Brands and Media Agencies Key Features

- **Targeting** – Use social data to target and optimize media buying

- **Valuation** – Value media assets based on attention and engagement levels
  - Affinity - Related preferences
  - Audience influence

- **Integration / Activation** – Create social advertising experiences

- **Effectiveness** – Use social data as a feedback layer for advertising effectiveness

- **Branding** – Measure the resonation of branded content and product placement through the social lens

Trendrr.tv for Brands and Media Agencies Brand Lift

Mentions of shows in brand conversation during air

TV SHOW

Hashtags	Week 1	Week 2	Week 3	Week 4	Week 5
#tvshowtag1	7150	8670	5892	4800	10350
#tvshowtag2	1381	1297	1457	1414	2021
#tvshowtag3	289	361	495	1048	2936

BRAND

Hashtags	Week 1	Week 2	Week 3	Week 4	Week 5
#brandtag1	1969	2327	1752	1889	1795
#brandtag2	712	761	360	629	583
#brandtag3	675	1013	687	849	605

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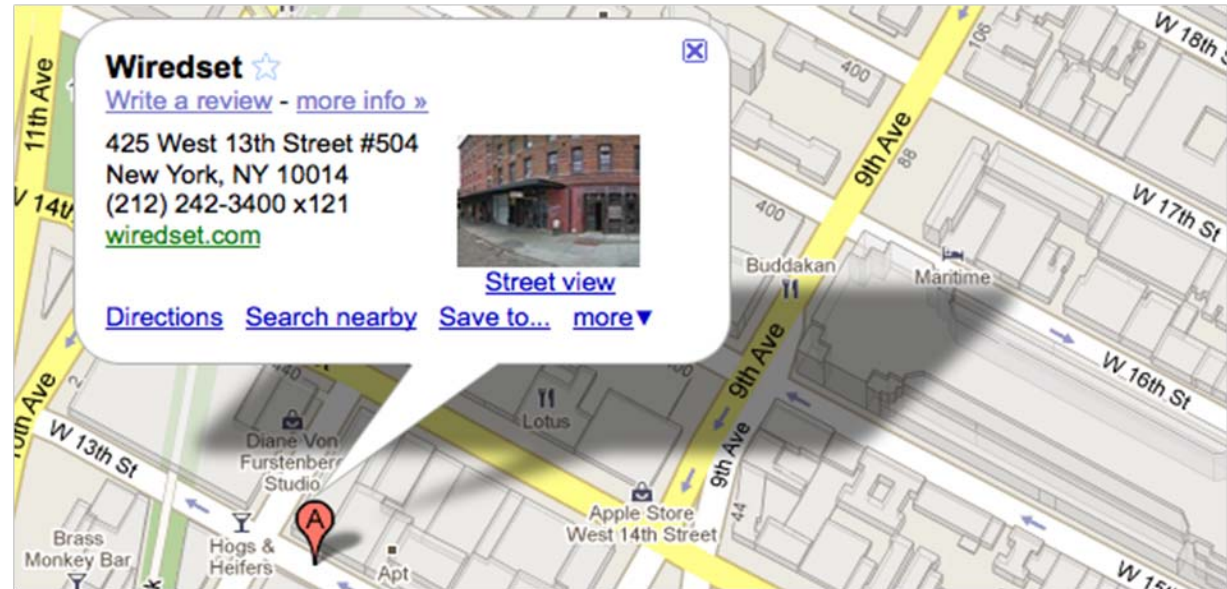
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