

YOUR PERFORMANCE TV EVALUATION CHECKLIST

Does Your TV Platform Make the Cut?

The world of Performance TV is evolving fast — and not all platforms are created equal. To get the most out of your TV campaigns, you need a platform that supports your full funnel: from goal-setting and targeting to optimization and reporting.

Use this checklist to assess whether a platform gives you the control, flexibility, and results you need at every stage of your campaign journey.

1. Goal-Chasing

To define and track what matters most, your platform should enable you to:

- ☐ Set custom attribution windows (1–30 days)
- ☐ Optimize toward real business goals (site visits, sign-ups, purchases, installs, or whatever else that matters to you)
- ☐ Quick access to real support

2. Budgeting

To make the most of your media spend, your platform should allow you to:

- ☐ Start running campaigns that meet your budget and outcome requirements
- ☐ Auto-optimize spend based on performance
- ☐ Set flexible budget caps and pacing

3. Targeting

To precisely reach your ideal audience, your platform should equip you to:

- ☐ Target by location, demographics, interests, or behavior (online/offline)
- ☐ Access thousands of audience segments
- ☐ Launch web-to-retargeting and first-party audience activation

4. Inventory Selection

To access quality inventory and buy effectively, your platform should make it easy to:

- ☐ Buy directly in-platform
- ☐ Optimize for real results (not just views)
- ☐ Connect any existing TV inventory directly to your platform

5. Creative

To quickly launch high-performing creative, your platform should support you to:

- ☐ Identify best-performing creative assets and offer best practices of high-performing videos
- ☐ Use or repurpose existing assets (including from social)
- ☐ A/B test video creative

6. Campaign Launch

To go live with speed and confidence, your platform should let you:

- ☐ Simplify launch with intuitive workflows
- ☐ Add tracking to measure lift and conversions
- ☐ Automate bidding and optimizations

7. Measurement and Attribution

To prove impact and optimize fast, your platform should empower you to:

- ☐ Follow the viewer journey from impression to website visit to purchase
- ☐ Attribute results across channels
- ☐ Perform incrementality tests

8. Optimization

To keep improving your results, your platform should give you the flexibility to:

- ☐ Optimize your ads based on performance goals
- ☐ Retarget site visitors with TV ads
- ☐ Shift placements based on real-time results

Don't just launch campaigns. Build momentum.

Choosing the right Performance TV platform isn't just about ticking boxes: it's about unlocking smarter, faster, more impactful advertising. As you compare your options, prioritize platforms that:



**Deliver real,
measurable
outcomes**



**Make it easy
to scale and
optimize**



**Fit your goals,
budget, and
workflow**



**Offer the flexibility
and support you
actually need**

With the right partner, TV has the potential to become your most powerful performance channel.

**Need a hand with
the checklist? **

We built tvScientific to check every box. And then some. Connect with our team for a personalized demo and answers to all your questions:

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