

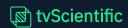
## YOUR PERFORMANCE TV EVALUATION CHECKLIST

## 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	5. Creative
<b>To define and track what matters most,</b> your platform should enable you to:	<b>To quickly launch high-performing creative,</b> your platform should support you to:
Set custom attribution windows (1–30 days)	Identify best-performing creative assets and offer best practices of high-performing videos
Optimize toward real business goals (site visits, sign-ups, purchases, installs, or whatever else that matters to you)	Use or repurpose existing assets (including from social)
Quick access to real support	A/B test video creative
2. Budgeting	6. Campaign Launch
To make the most of your media spend, your platform should allow you to:	<b>To go live with speed and confidence,</b> your platform should let you:
Start running campaigns that meet your budget and outcome requirements	Simplify launch with intuitive workflows
Auto-optimize spend based on performance	Add tracking to measure lift and conversions  Automate bidding and optimizations
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)	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
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	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
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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:	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:



## 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:

**CONNECT WITH US**