



CROSS SCREEN
M E D I A

Cross Screen Media Integrates Polk Audiences by IHS Markit for Hyper-Local Media Planning

Cross Screen Media, a tech firm specializing in optimized local video ad planning, today announced it will integrate Polk Audiences by IHS Markit (NYSE: INFO) into its media planning platform, empowering auto advertisers to seamlessly build cross-screen video ad plans with the unmatched targeting power of Polk Audiences. This integration will offer advertisers a comprehensive view of aggregated new and used vehicle registration information to enable more targeted campaign planning and execution across local markets around the country. The ability to combine this customer intelligence for high potential auto buyers with individual media consumption models means that local auto advertisers can maximize reach and minimize waste as they reach their highest value audiences.

Cross Screen Media's ScreenSolve® platform delivers a unified video ad plan to reach target audiences at the local and hyper-local level across broadcast, cable, CTV/OTT, Mobile/Desktop & social video with the highest reach at the best rates. Automotive brands and agencies that already license Polk Audiences benefit from the ability to build an optimized ad plan built upon extensive cost data and consumption habits of the target audience.

"We are always looking to partner with best-in-class data providers to optimize local video ad targeting across linear TV, digital, and CTV. Polk Audience data is a must-have for any auto advertisers focused on maximizing reach to their most valuable prospects. We are excited to bring the granularity and breadth of this data set to our customers," said Michael Beach, CEO of Cross Screen Media.

Polk Automotive Solutions leverage robust automotive information across the industry, including aggregated analytics of new and used vehicle transactions in the US for each make and model over the past 30+ years. This level of granularity ensures more targeted planning and campaigns as advertisers seek solutions to deliver on their marketing strategies.

About Cross Screen Media

Cross Screen Media is a marketing analytics and software company helping brands, agencies, and networks succeed in the Convergent TV space. Our platform creates a common currency across linear TV, digital, and CTV views so ad buyers can build a single optimized plan and sellers can prove the value of their inventory.

For more information, visit www.CrossScreen.media