

Build OpenID Audiences for Cross-Screen Campaigns with MRI-Simmons Data

Through a new partnership, advertisers can leverage MRI-Simmons' trusted and nationally representative audience segments to build OpenID audiences for cross-platform campaigns. The partnership allows audience data from MRI-Simmons, a pioneer data partner of data-driven linear TV and an integral part of the media planning and buying ecosystem for decades, to be used to build and target consistent audiences across the data-driven video landscape—including linear, digital, CTV and OTT.

Advertisers and their agencies can not only scale OpenID audiences built with MRI-Simmons audience segments across platforms, but also across multiple viewership datasets for further flexibility and consistency in targeting and measurement. Onboarding MRI-Simmons audiences with OpenAP also unlocks valuable audience insights throughout all stages of the campaign lifecycle.

TV publishers who accept audiences from OpenAP:



Why build OpenID audiences with MRI-Simmons data?



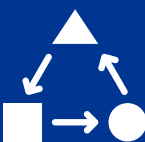
Trusted & Representative

An integral part of the media planning and buying ecosystem for decades, MRI-Simmons audience segments are backed by nationally-representative and privacy-compliant audience data.



Consistency Across Platforms

MRI-Simmons audience segments can be used to build OpenID audiences that can be shared consistently across screens, including in linear, digital, CTV and OTT campaigns.

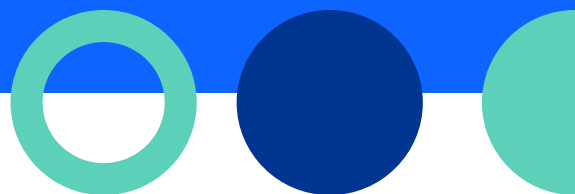


Interoperability Across Currencies

OpenID audiences built with MRI-Simmons data can be matched to a variety of viewership datasets, including Nielsen, Comscore and VideoAmp, for planning and transacting.

How to Onboard an Audience with MRI-Simmons and OpenAP

1. OpenAP works with the advertiser to onboard a custom OpenID audience of MRI-Simmons audience segments.
2. Through TransUnion, OpenAP matches the audience to the viewership data for modeling.
3. Expressions of a singular OpenID audience are shared across the data-driven video ecosystem, including linear, digital, CTV and OTT endpoints, for planning, execution and measurement.



Looking to leverage MRI-Simmons data for an upcoming campaign? Reach out to audiencestudio@openap.tv or info.ms@mrisimmons.com to get started.