

# AdSmart

## What is adSmart?

AdSmart from NBCUniversal is our **industry-leading suite of advanced advertising solutions** that powers **audience-based media activation** as part of NBCUniversal's One Platform.

AdSmart brings together NBCU's **unmatched premium portfolio** and **data-driven targeting capabilities** to **reach the right consumers across all screens** for your business objectives. Whoever your audience is, we can help you **build meaningful connections at scale** and drive **measurable impact** for your brand.

## How does adSmart work?

We know that **flexibility is key**, so we offer options for **managed service and self-service activations**.

For **managed service buys**, we combine our premium content with rich data and our own proprietary technology as follows:

- **Data** – We match **rich first-party and third-party consumer behavioral data** from leading partners—including your data!—to **video consumption data across platforms** (e.g., set-top box viewership data, MVPD subscriber data, device IDs). And starting in the second half of 2022, **our data sourcing and matching will be**

, whether it's on national linear TV, set-top box VOD, connected TV, desktop, or mobile.

For **self-service buys**, we have a **proprietary programmatic linear API that enables you to build your own data-driven linear campaigns**, and our integration with FreeWheel's Programmatic Module enables you to activate **private marketplace and programmatic guaranteed buys across our premium streaming portfolio**.

**No matter how you define your audience**—business decision makers, Spanish-language viewers, heavy retail spenders, in-market auto intenders, environmentally-conscious purchasers—**we have the content, the scale, and the technology to connect them with your brand**.

Plus, with **NBCUniversal + Sky**, AdSmart has gone global!

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**Interested in learning more?**

Get in Touch

