TangoRED: Let's You Know "What" is Being Watched

IT'S ALL IN THE DETAILS
Know your audience and what they're watching.

Planners/Buyers can explore valuable program targeting found in Targeted TV Platform TangoRED (Ratings Engine) as it applies ratings data for your specific audience.

TangoRED software creates opportunities for planners/buyers to find viewers: Program targeting like Scarborough, MRI, or custom attribute data.

TangoRED software applies audience delivery data:
Nielsen, or alternatives, measured at their most granular.

TangoRED software informs planners/buyers with media delivery options: Compare impressions across areas to find the best combination of targeted impression value.

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