



a4 ANNOUNCES NEW MULTISCREEN PLANNING AND ACTIVATION PLATFORM: ATHENA

Athena allows targeted ad delivery across all screens; Zapp360 provides geo-targeting tech

NEW YORK, NY (November 13, 2018) — a4, the cross-screen targeted advertising company launched by Altice USA, has simplified the media planning process by introducing its next generation platform, Athena.

Athena by a4 was designed to help agencies and brands rapidly build targeted, audience-based media-plans and execute them from a single, easy-to-use platform. It improves on a4's Total Audience Platform (TAPP), which has fueled thousands of TV campaigns saving an average of 65% off of incumbent plans since its inception in 2015.

Athena uses the same robust audience data set across both TV and digital to analyze consumption patterns and determine optimal placement between screens. Audience sets become more granular, leveraging TV viewership data and custom onboarded CRM files to enable a new level of precision in planning. A4 - and their clients who are piloting Athena - are expecting even better cost efficiency, better integration between traditionally siloed media plans and faster speed to market.

“The client chooses their target location and a wide variety of audiences, including TV behavior,” said Wael Sabra, VP of product at a4. “The desired audience is then transformed to a multiscreen media plan that includes forecasts for linear TV, digital video and display delivery. Athena is directly linked to activation platforms to make multiscreen plans actionable.

With Athena, TV and digital plans become integrated and choreographed so they can reach a defined audience in the most powerful way possible.

“Athena enables marketers to plan and activate true cross-screen campaigns, locally and nationally, in just minutes,” said Paul Haddad, president of a4. “The data that powers it streamlines the processes of creating audience segments and planning – as well as activating – media across screens including TV, digital video and display, OTT and social media. This effectively balances the reach and frequency of a campaign for a given target audience. Athena is the first application that truly brings the end-to-end power and control to the hands of the marketers. We are excited by the opportunities that the platform presents in terms of volume and scale for all advertisers – national, local and regional. It can truly

revolutionize the industry because it's the intersection of planning, activation and reporting, all in one interface.”

To better target mobile users with geo-fencing and geo-targeting through Athena, a4 has also acquired Zapp360 and its Ad Messenger™ platform, which it has been employing since April 2018. This tech engine has a unique understanding of how to effectively deliver mobile ad messaging to local audiences.

#

About a4

a4 is a brand of Altice USA and the company's advanced advertising and data business, which provides audience-based, multiscreen advertising solutions to local, regional and national businesses and advertising clients. a4 enables advertisers to reach more than 90 million U.S. households on television through cable networks, on-demand and addressable inventory across the U.S., and more than 45 million U.S. households through authenticated, privacy-compliant IP addressability supported by rich data sets and powerful analytics and attribution services in a simple, user-friendly way.

Media Contact

Doug Serton

Doug.Serton@alticeusa.com

Audience

CREATE A SEGMENT

OR

SELECT PREDEFINED SEGMENT

DEMOGRAPHIC >

LIFESTYLE

AUTO INTEREST

VIEWERSHIP

HOUSEHOLDS
16,583,394
of 86,547,637



Member Gender

Member Age

Income



Education

- Less than High School Diploma
- High School Diploma
- Some College
- Bachelor Degree
- Graduate Degree

CLEAR

DONE

Education



Bachelor Degree

Presence of Children

Language Spoken in the Household

Home Rent

Occupational Detail

Child Age

Occupation

Dwelling Type

Business Owner

Marital Status

Religion

ADD AUDIENCE