nexxen

Boost audience reach and campaign performance with insight-informed activations from Nexxen Discovery

Mitigate the effects of a fragmented ecosystem and effectively understand your audience with our real-time, on-demand market research tool.

ABOUT NEXXEN DISCOVERY

Nexxen Discovery is a proprietary technology platform that analyzes and correlates billions of content engagements (what people see, read and interact with) across the web, video, mobile, and social – every day to generate actionable real-time insights. Nexxen Discovery can enrich discovery, planning, targeting, and activation based on actual customer behaviors, sentiment, key trends and more.

Hybrid Cars

Live Entertainment

Fashion Week

DISCOVER
new audiences based on target markets, relevant topics, and emerging trends.

IDENTIFY
content and consumers that resonate with your brand's positioning while monitoring competition.

PLAN
with confidence and maximize the value of your marketing budget.

TRANSFORM
insights into powerful targeting segments.

ACTIVATE
targeting seamlessly in Nexxen DSP.

UNPARALLELED INSIGHTS

Tap into the following insights to help reach your campaign goals:

Contextual Insights
Identify specific content and relevant topics your audience is consuming.

Audience Insights
Find new audiences based on the online behavior of your current audience.

Sentiment Insights
Avoid negative sentiment and position your brand around positive content.

Competitive Insights
Identify key opportunities of brand strengths and conquesting against competitors.

INFORMED DATA SOLUTIONS

Analyze key behaviors, attributes, and content from your own 1st party data or LinkedIn data to create new audiences at scale.

ACTIVATION SOLUTIONS

Apply Nexxen Discovery's real-time insights to your campaign via the following:

Contextual Targets:

- Align your brand with relevant content, based on real-time content consumption

- Identify the keywords and topics that have high engagement and positive velocity growth over time

- Activate media targeting that is 100% privacy compliant and identity proof

Nexxen Audience Segments:

- Reach customers based on their specific interests and most recent browsing behavior

- Create audiences using insights from Nexxen Discovery to reach users and avoid wasted media spend

- Compare that audience to 3P data sets to determine incremental reach potential

TV Viewership Audiences:

- Reach new audiences by tapping into a unique blend of linear, ACR and streaming TV viewership data

- Increase engagement with existing customers and conquest competitors

- Align with key tentpole events

To learn more please reach out to your Nexxen sales representative.