



TouchPoints 2017

Addressable/Targetable media now available in the TouchPoints Channel Planner across through Telmar



Addressable media capability now available on the TouchPoints Channel Planner through Telmar

- Create buyable target audience usually defined by combining a specific target group with an existing media platform e.g. mobile, VOD, DAX, facebook.
- Also allows media vehicles to be created from any TouchPoints variables e.g. Coffee cups, podcasts, Lidl shoppers, Sky AdSmart proxies.



Use Cases

Auto-Intenders
bought via mobile
ad network

Men bought
programmatically
on facebook

Advertising on
coffee cups

Lidl Main
Shoppers

1

Select a reach and frequency curve that best matches your media

2

Combine it with TouchPoints variables to create an addressable media

3

Start planning as part of a mixed media campaign using the new 'buyable' impression column



For more information:

touchpoints@ipa.co.uk

020 7235 7020

www.ipa.co.uk/touchpoints

**TOUCH
POINTS**