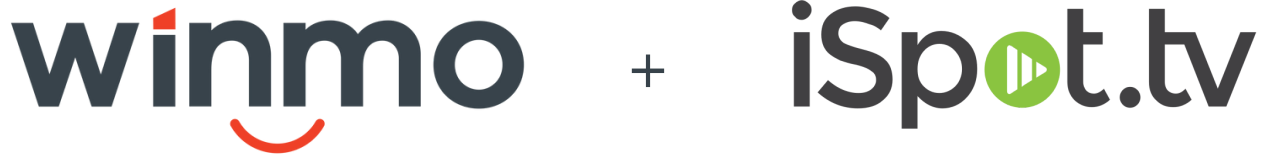


# Your Guide to Securing Ad Buys



Verified brand marketing and agency contacts who control \$100 billion in ad spend every year.

TV ad measurement data spanning networks, shows, top creative and airing data.

Together, Winmo and iSpot.tv provide a 360-degree view of where brands are spending TV dollars, and who controls the purse strings.

**Brand:** Tide  
**Company:** The Procter & Gamble Company

**Network TV**  
iSpot.tv Media Measurement  
Airings, Impressions, Estimated Spend

**TOP NETWORKS & SHOWS** | **TOP CREATIVE SPOTS**

**Top TV Networks** (Left arrow pointing to pie chart):

- Oprah Winfrey Network: 35.67%
- BET: 25.83%
- Nick@Nite: 12.98%
- UniMas: 8.75%
- Univision: 8.75%
- National Geographic: 8.03%

**Top TV Shows** (Right arrow pointing to pie chart):

- Hit the Floor: 19.39%
- Police Women of Cincinnati: 13.82%
- 20/20 on OWN Presents: Crime: 10.40%
- 20/20 on OWN Presents: Homicide: 1.93%
- Aqu y Ahora [Spanish]: 8.75%

**BONUS:** Search by Network Use new filters to find brands by TV network

With ad intel from iSpot.tv integrated directly into Winmo's profiles, you'll be able to engage the right decision-makers with pitches that stand out.



**Want to get in on this integration?**

Ask your product specialist for access, and see our [Knowledge Base article](#) to learn more about TV ad measurement data in Winmo.