



TangoGEO: Gives You the Power of Knowing “Where”

BECAUSE WHERE IS IMPORTANT FOR MEDIA PLACEMENT

Know your audience.

For national advertisers geo-targeting can be even more valuable than program targeting. Targeted TV Platform TangoGEO currently intersects six databases to create value.

TangoGEO software creates custom universes for planners/buyers: HHs and demos sorted and counted accurately from a total U.S. base down to the census block level and any geography in between.

TangoGEO software applies external targeting data:
1st or 3rd party data utilized to score geography, programming or both

TangoGEO software informs planners/buyers with media delivery options:
Accurate geographic representation of all US media entities in the cable system addressable layer (3,200+ cable systems, telco, DBS) against network TV.

For More Information Contact:

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