



Numeris and NLogic Announce an Exclusive First-to-Market Partnership with The Trade Desk

Numeris and NLogic will work with Environics Analytics to make their linear audience segments available for incremental reach in The Trade Desk platform.

(September 3rd, Toronto) Numeris, Canada's most trusted and authoritative source for broadcast measurement, today announced that for the first time, it will make its high-quality linear TV data available on global advertising leader The Trade Desk, working in conjunction with Environics Analytics (EA). As the Canadian media landscape evolves, staying in step with technology and innovation in data management is crucial for broadcasters, agencies, and advertisers alike.

NLogic, the for-profit subsidiary of Numeris, will play a key role in this partnership by enabling agencies and advertisers to activate TV audience data in new ways which results in stronger ad targeting across linear and streaming. Environics Analytics (EA) will leverage its industry-leading, privacy-centric data blending and modeling expertise to scale the Numeris TV data and deliver the segments to The Trade Desk.

By breaking down the silos between linear and streaming, advertisers will be able to target incremental or deduplicated audiences and execute more targeted campaigns across linear TV, streaming, and digital.

"Audience measurement companies like us are evolving, now more than ever we're supporting data collaboration and working closely with key industry players to strengthen targeting for better planning and smarter buying. Nobody has all the data to perfectly execute across the full media ecosystem in Canada. But many of us have high-quality data, and through select partnerships like this one, we can incrementally improve the targeting and activation cross-platform process. We are thrilled about this new offering where Numeris television data will be available in ways we have never seen before!" says Sue Haas, Interim President & CEO of Numeris.

Through this integration, marketers will gain improved reach to streaming audiences and frequency management between linear and streaming viewers.

"This partnership begins with television audience data to create targeting segments and over time, the plan is to incorporate commercial ad tracking so that advertisers can match up their first-party data to who saw what TV ad – when, where, and how often – in a completely anonymous and privacy conscious way. As viewing experiences continue to be fragmented, we need to be able to integrate disparate data for holistic cross-platform targeting and be able to optimize media spend and results," states Peter Farfaras, VP, Business Development at NLogic.

By integrating with The Trade Desk, brands and agencies will be able to activate media campaigns with improved efficiency and less waste – a huge advancement in the TV marketing landscape.

"With Numeris' linear data, our clients get a holistic view of audience behavior that can enable more precise targeting and optimization for their TV campaigns," says Christos Nikitopoulos, General Manager of Business Development, The Trade Desk. "This integration is helping to revolutionize omni-channel activation, offering Canadian marketers unparalleled insights and opportunities."

Jan Kestle, President of Environics Analytics, added: *"At EA, we're true believers that working collaboratively is the best way to drive innovation in Canada. We're delighted to be able to leverage our unique technology, data and expertise to help make this exciting new development a reality"*

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About Numeris:

Numeris is a leading audience data company curating data and insights that makes sense of media behaviours in a cross-platform, cross-media world. Fully compliant with Canadian privacy and data protection laws, Numeris uses sophisticated data tracking and measurement technologies to holistically measure linear and digital consumption. As a not-for-profit Joint Industry Committee (JIC), and by and for the Canadian media industry, Numeris leads the development and delivery of transparent and standardized audience data solutions that answer local needs while being aligned to global standards. To learn more, visit [Numeris' website](#) or follow us on [LinkedIn](#).

About NLogic:

NLogic is Canada's leading provider of cross-media advertising and audience data solutions and insights. It has developed industry-first APIs, media trading platforms and data integration systems that drive innovation and growth across the entire media ecosystem. NLogic offers leading-edge technology and expertise to help clients get insights from TV, radio, streaming, and digital data with ease. To learn more, visit [NLogic's website](#) or follow us on [LinkedIn](#), [X \(Twitter\)](#), or [Facebook](#).

About The Trade Desk:

The Trade Desk™ is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit [The Trade Desk's website](#) or follow on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

About Environics Analytics:

Environics Analytics is one of North America's leading data, analytics and marketing services companies. It serves a broad range of private, not-for-profit, and public sector institutions. Founded by Jan Kestle, a veteran in the marketing information industry, it helps clients turn data and analytics into insight, strategy and results. Environics Analytics' industry expertise and sector depth are surpassed only by its exceptional client service. To learn more, visit [Environics Analytics website](#).