



Control Your Outcomes

Is your creative working?

Define success on your own terms. iSpot unifies creative, audience, and outcome performance — giving you control and clarity over your TV and video ad effectiveness.

Which themes are h

Say hello to iSpot SAGE, your trusted AI workforce.

Fragmented Viewing and Data Puts ROAS at Risk

Scattered Audiences

12

TV services used by the average viewer

Rising Media Costs

41%

Increase in media costs and rising

Growing Competition

650k

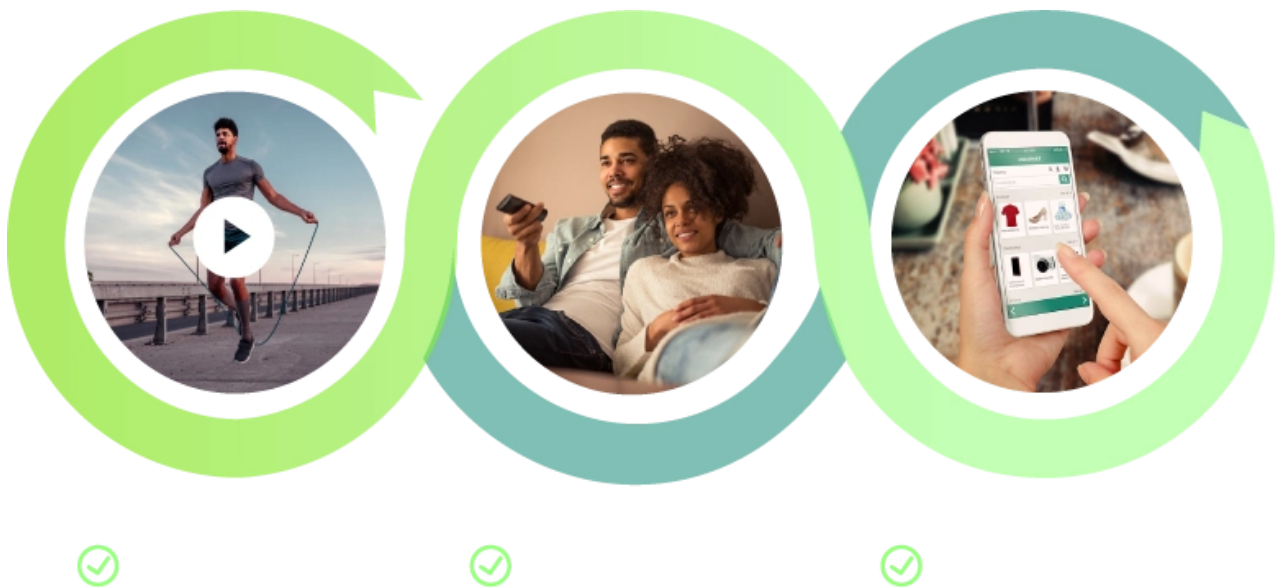
Creatives aired last year

ROI Struggles

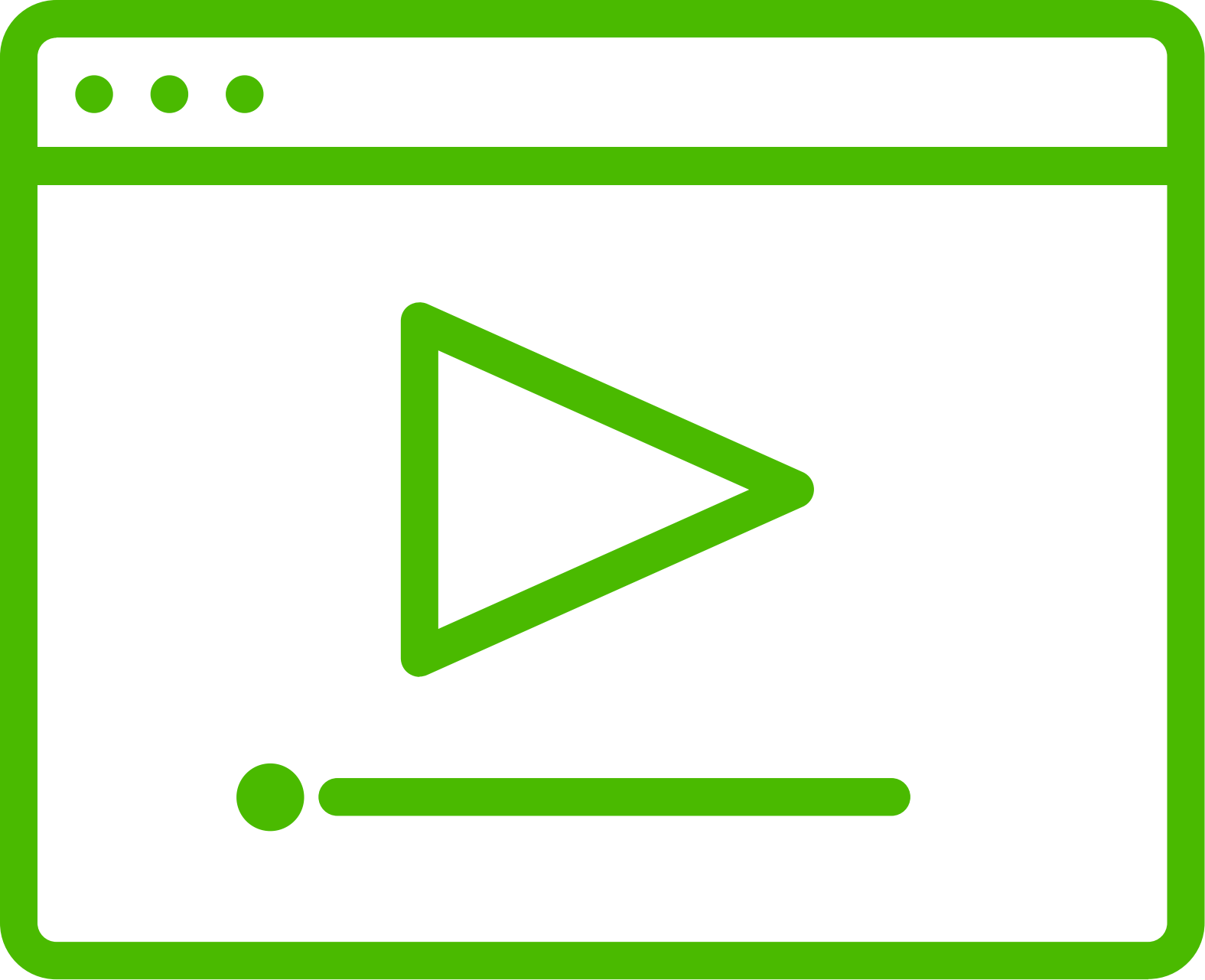
73%

of marketers struggle with ROI

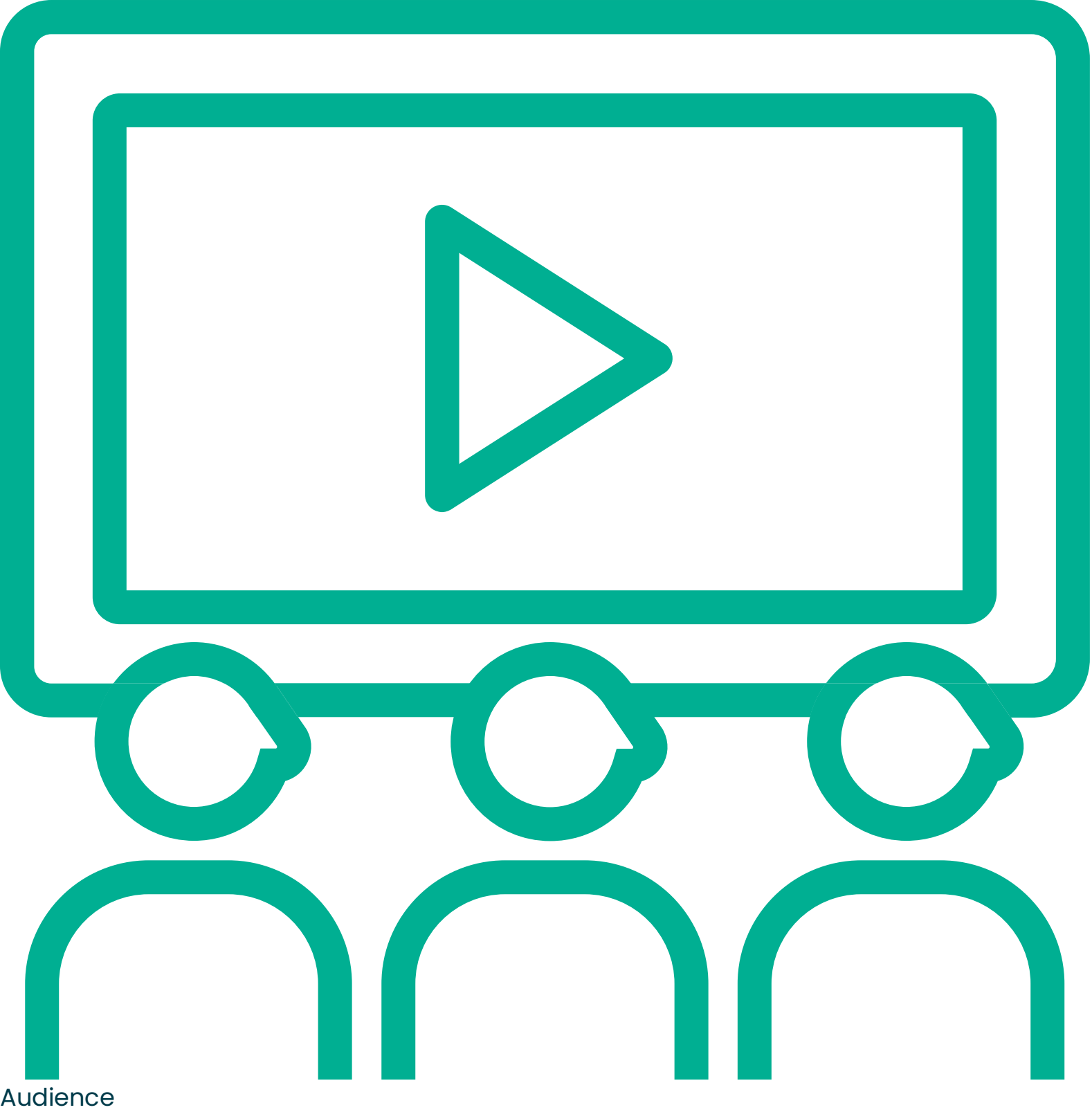
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**The Only Provider of End-to-End
Video Ad Measurement**



Creative



Audience



Outcomes

Double down on winning creatives (and stop the losing ones). Stop missing the mark. Drive brand lift and purchase intent with fast creative testing.

[Learn More →](#)



We've been able to learn instantly some valuable insights that we've implemented into our creative formula moving forward... If we're not scoring high, then we need to completely rethink our creative formula.

Media Director,
Balance of Nature

Cut excess frequency and waste, prevent unseen ads, allocate with precision across linear and streaming.

[Learn More →](#)



Whether you're a brand, agency, or publisher, there's never been a better time. iSpot has been and is a great data enabler and partner for us. Through their dashboards, through their data feeds, it's completely transformed our organization and how we think about media.

Head of Marketing,
DriveTime

Don't spend on non-performing ads. Know the factors that drive ROAS. Maximize results with immediate audience insights.

[Learn More →](#)



We implemented conversion data [with iSpot] and that's given us a full funnel look at not just visits, but at down funnel metrics like leads, add to carts... and ultimately conversions.

Get an Edge on the Competition with Every Second of TV Ad Activity at Your Fingertips

This site uses cookies to provide you with a great user experience. By using iSpot, you accept our use of cookies.

ACCEPT

This Week's Most Seen TV Ad



This Week's Most Seen TV Ad Metrics

1.8K

Airings

\$4.3M

TV Ad Spend

345.4M

Impressions

102

Attention Index

3.84%

Interruption Rate

Today

Last Airing Date

[View All Top Ads](#)

**Reliable Data and Methodologies,
MRC-Accredited and JIC-Certified**

Trusted by

10/10

10 of the top 10
advertisers

85/100

85 of the top 100
advertisers

750+

Brands, agencies and
media companies

Google

STELLANTIS

amazon



IMPOSSIBLE™

Zillow

More Customers

Latest Resources

MEASUREMENT MAVENS

EMOTION AND TIMING IN SPORTS ADVERTISING

WITH ANDREW KING, SENIOR VP OF PRODUCT AT
GENIUS SPORTS

Genius
SPORTS

ARTICLE

How Andrew King Approaches Timing and Emotion in Sports Advertising

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DATA-DRIVEN NFL AD INSIGHTS

ARTICLE

Ahead of Kickoff: Pre-Season Intelligence for the 2026–27 NFL Season

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Certified as a National
Currency by the U.S. Joint
Industry Committee



National TV Ad
Occurrence Reporting
Accredited by Media
Rating Council (MRC)

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