



Media Intelligence Meets Automation

Online, Broadcast and Print

ADVERTISING COMPANIES IN NEED OF A PARTNER

Media analysts and experts from the world's largest advertising companies serve to help advertisers and media owners measure their media image and impact. As houses of media expertise, from traditional to digital (including mobile and social), they have developed the tools, passion and understanding to deliver custom responses to their clients' critical challenges. Among their many services, they provide clients with a richer understanding of consumer behavior both offline and online, as well as a deeper understanding of how to target them more effectively.

Over time, advertising companies have been facing rising costs. They started looking for a partner who could implement a process customized to their specific needs and at the same time manage to maintain the continuity of their work, delivering accurate and effective results.

From the beginning, Data-Core has been a Partner to these advertising companies, providing broadcast monitoring services, which identify suspected new commercials being broadcast on Television. Data-Core's proprietary system has routed approximately 20,000 segments of suspected new advertisements every day to a Segmentation queue for identification. The ads would then progress through the following steps: Segmentation (for Print, TV and Radio), Classification, Mapping/Matching, Attribution, and Analytics. Quality Review is performed after each process.



RUZIVO

MOVING THE INDUSTRY FORWARD WITH AUTOMATION

Over the years Data-Core took over more and more outsource-able functions for advertising companies. Today, in addition to Broadcast TV, Data-Core performs services for Internet-based media, Newspaper, Magazine and Radio in a multiplicity of languages. Data-Core performs Segmentation, Classification, Mapping/Matching, Attribution and Analytics of advertisements by Industry Groups or by other client-determined classes.

With their 15 years of experience in the Media Industry and top-skilled engineers, Data-Core was able to pinpoint how the processes of Media Intelligence could be improved; through AUTOMATION and MACHINE LEARNING. The world of technology is changing quickly, but there are those that are at the forefront. RUZIVO, Data-Core's Automated Media Intelligence platform is one of the first in the industry. The cutting-edge technology reduces human resource requirements by a half to two thirds.

EXCITED FOR THE FUTURE

Data-Core has established a strong ongoing working relationship with their Advertising clients by consistently delivering accurate results on time. They are excited to now introduce them to the latest technology, allowing them to further their Core Business functions and achieve significant cost savings, leading to the opportunity for substantial growth without the corresponding increase in manpower.

RUZIVO makes use of Machine Learning in order to provide quality data related to media consumption, performance and value in a cost effective manner. Data-Core's focus is timely and accurate delivery to the client. These goals are made possible due to RUZIVO's automated, cloud based, state-of-the-art, 24x7 operation.