# i360

[Y] RABBIT EARS®

## Make the most of your airtime.

With the introduction of **RABBIT EARS**, i360 has made building smarter media plans easier than ever before. Now buyers can bring the same targeting used for phone, door, and mail programs to TV for a fully integrated approach! Armed with the knowledge of which dayparts, networks, and programs your target audience (swing voters, GOP Primary voters, ABEV voters, etc.) is most likely to watch, you can not only increase the likelihood of reaching that audience but also find cost efficiencies, eliminate waste, and maximize reach.

SET POINT AND SPOT GOALS
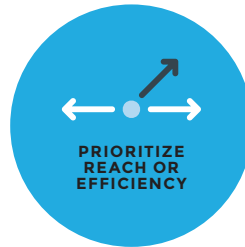
PRIORITIZE REACH OR EFFICIENCY
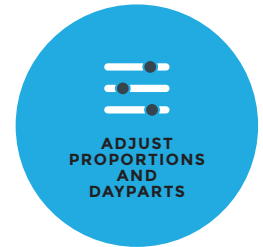
ADJUST PROPORTIONS AND DAYPARTS

HOW RABBIT EARS WORKS:

The RABBIT EARS Schedule Optimization Tool is designed to help media buyers plan and generate schedules using historical custom ratings data. This data is built by linking i360 voter data to historical viewership data from set-top box providers or from viewership meters and surveys. This is a great first step, but making sure that data is actually useful to your TV placement agencies and vendors is key.

Flip to learn more »
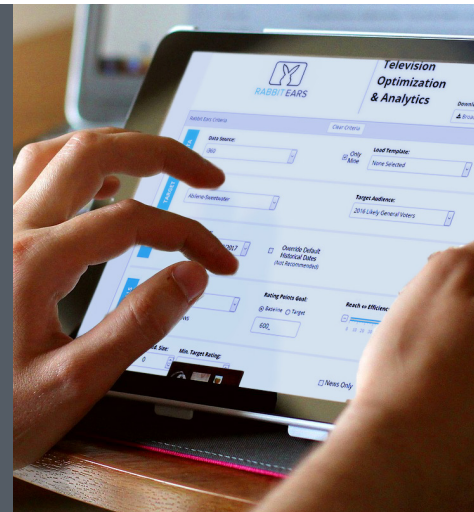
By enabling buyers to identify and compare which programs, dayparts and networks the target audience is likely to watch, RABBIT EARS facilitates the production of custom audience-informed schedules.

Because there is no substitute for the experience of your media planner, all inputs are fully customizable allowing users the flexibility to set their own preferences. Set your own point and spot goals, prioritize reach or efficiency, and set daypart or station proportions to create a schedule that is truly one of a kind.

And, built on a "bring your own data" concept, the tool allows users to import data from any source, design schedules, and export results to the media buying software platforms of their choice.

PRODUCT HIGHLIGHTS:

Designed specifically with media agencies and buyers in mind.

Bring your own data: any audience or ratings data can be loaded into RABBIT EARS.

Unlimited users, unlimited clients, one price.

Output exportable into all standard media buying software platforms.

Schedules can be saved and performance can be tracked over time.

Reports to ensure your clients get the information they need in a customized format.

Ready to learn more?

Contact us at rabbitears@i-360.com for info and pricing.