

SMI | for Content Owners

Take your ad intel to the next level.

SMI knows where brand categories spend their ad dollars and how much they spend with unrivaled levels of granularity. Leverage our data to get a leg up on your competitors and reveal hidden opportunities to grow your share of spend.



The magic is in our method.



REAL SPEND

We source actual ad spend from 5 of the 7 major media buying holding companies, across the globe. No smoke and mirrors.



REAL FAST

We keep our data up to date. Our ad spend and precise costs across all media are cleansed and aggregated two weeks after every month.



REAL INSIGHTS

Choose from hundreds of different reporting dimensions to power thousands of unique insights.



REAL RESULTS

Make big-ticket decisions with assurance. SMI's actionable, cross-media intel gives you the competitive edge.

Why SMI?



In-depth Pricing

Real unit costs for any program, on any network, on any date.



Premiums

Follow Scatter premiums compared to Upfront, and those charged in Premieres or Finales.



Market Share

Understand your competitive set's revenue throughout different product categories.



Inventory Analysis

Monitor makegoods across the market to best price and allocate your inventory.



Competitive Benchmarking

Arm your research teams with truth, so they can be tactical.



ROI

Overlay ratings data to know who's getting more for less



Cross Platform

Uncover opportunities and vulnerabilities as ad spend dollars migrate across platforms.



Cost Integrations

Combine real ad spend with the data you're already using to create true confidence.

From understanding internal, and competitor attribution, to strategy and optimization, to the creation of new transactional metrics, SMI can create bespoke programs, reports and products to fit your budget, and needs. Get in touch to see what SMI can do for your business.



@SMI_Data



info@standardmediaindex.com



standardmediaindex.com