Bullseye℠ Ad-Check
Automated Ad Insertion Validation & Quality Monitoring Solution

Know whether the right ads are playing at the right time, and in the right place.

Bullseye℠ is a customizable, automated solution that helps identify, analyze, and correct audio, video, and ad timing issues remotely. Ad-Check will automate and scan through a complete list of channels on linear video and AVOD content delivery to provide ad insertion QoS/QoE assurance.
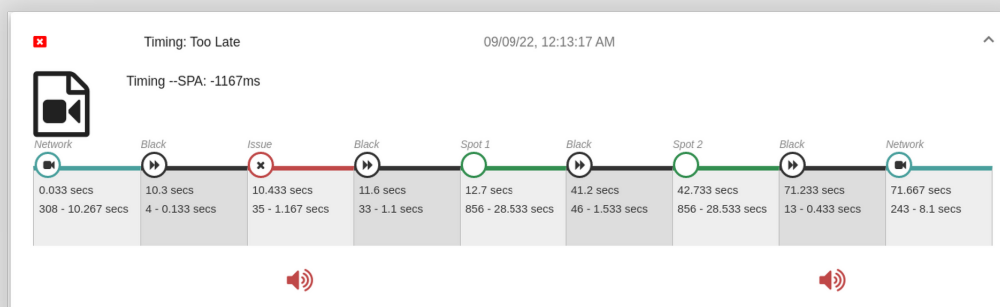
Bullseye℠ gives you comprehensive insights into quality of insertion, metrics, and trends across markets and networks. Integrated with standard video probes, the Bullseye℠ monitoring platform is modular and tailored for MVPDs, programmers, and CTV advertising operations.

Get Visibility into Video Ad Delivery

To make sure the correct video ad content reaches the right customers, and at optimum quality, you need to see what content was shown, when it was shown, and where it was shown. Bullseye℠ verifies ad insertion for accuracy, quality, and timing as your viewer sees it.
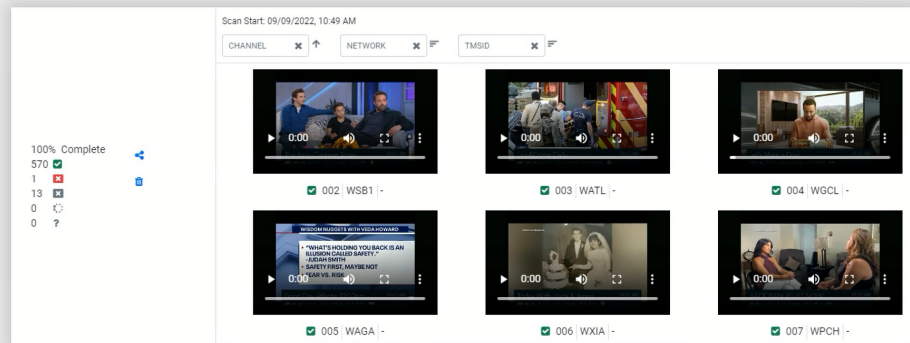
Find & Fix Ad Break Quality Issues

With linear ad verification and timing drift detection, Bullseye℠ identifies whether your ads have optimal quality and are inserted consistently at the exact right moment.

| | 111 | TBSHD | Regional | 123 | probe1 | | 3 |

Timing: Too Late			09/09/22, 12:13:17 AM	^

Timing --SPA: -1167ms

Network	Black	Issue	Black	Spot 1	Black	Spot 2	Black	Network
0.033 secs	10.3 secs	10.433 secs	11.6 secs	12.7 secs	41.2 secs	42.733 secs	71.233 secs	71.667 secs
308 - 10.267 secs	4 - 0.133 secs	35 - 1.167 secs	33 - 1.1 secs	856 - 28.533 secs	46 - 1.533 secs	856 - 28.533 secs	13 - 0.433 secs	243 - 8.1 secs

Watch the Bullseye℠ Dashboard, Not the TV

Ever try to watch TV and capture an ad break to diagnose an ad-insertion issue? Bullseye℠ captures thousands of ad breaks in succinct clips that can be easily accessed through the Bullseye℠ Dashboard.

The dashboard also provides executive-level metrics reporting and automated alerts to help you optimize ad insertion by identifying ad delivery issues occurring, so that you can quickly troubleshoot.

Save Time by Automating Ad Validation

Manual ad validation and correlation is a resource intensive, which limits your view of exactly what content and advertisements are shown. Many operations groups can only react to historical errors, but the Bullseye℠ video monitoring platform offers intelligent capture and analysis of ad insertion breaks, and integrates into your current workflow.

Bullseye℠ Benefits

Reduce or eliminate the need for manual monitoring, troubleshooting, and problem resolution with Bullseye℠ customizable Dashboard views

Validation of geo-mapping helps mitigate loss of revenue when ads are not delivered as intended

Get exec-level metrics from the Bullseye℠ Reporting module

Integrates with existing ad workflows, insertion operations, ad content, and trafficking and decisioning systems

Eliminate ad insertion timing errors and improve QoS/QoE across all networks and streams

Bullseye℠ supports on-prem, Cloud, and hybrid Cloud architectures

Let's Connect!

pureIntegration has a deep understanding of linear and digital advertising ecosystems and workflows.

Contact us to learn how we can help you improve the user experience and increase your confidence in ad delivery.

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About pureIntegration

With pureIntegration, you get more than a project. Quite simply, you're putting the best problem solvers in the industry to work for your organization. With an uncanny knack for solving tough problems, our team leads are former executives from global management consulting organizations. And our performance results are reflected in our 97% customer satisfaction rating through formal surveys.

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