Telmar clients get free digital media-planning tool

Telmar clients can now receive a new, free internet planner on the Telmar dashboard, which uses Effective Measure's demographic data, which has been weighted back to AMPS internet audience through a meticulous process. This is made possible through the collaboration of IAB SA, Effective Measure and global media advertising software and solutions supplier, Telmar. The internet planner presents its data in a format familiar to media planners, allowing them to plan and integrate their digital spend alongside other media.

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