



About Us

VideoAmp is a software and data company creating a more sophisticated, data-driven advertising ecosystem that redefines how media is valued, bought and sold.

Our platform provides measurement and optimization tools that unify audiences across the disparate systems of traditional TV, streaming video and digital media. We are unlocking new value for those that currently operate within a siloed view of their audiences, creating efficiencies for the entire industry.

We are transforming a 100-year old industry by powering a more effective three-way value exchange that results in advertisers increasing their return on investment, publishers increasing their revenues and improving the viewing experience for consumers.

Our Solutions

[The VideoAmp Platform](#)

A privacy-compliant suite of capabilities for advertisers, agencies and publishers to optimize the entire path to conversion across traditional TV, streaming and digital media. Powering our platform, and all of its solutions, is our proprietary commingled dataset which is made up of 39M households and 63M devices.

[TV Maximizer](#)

Maximize your investment by harnessing the power of linear and digital data with premium activation and advanced analytics.

[Campaign Optimizer](#)

Unify attribution, audience creation, planning, in-flight optimization and campaign measurement in one end-to-end platform.

Fast Facts

On VideoAmp's mission to revolutionize the way advertising is valued, bought and sold, we partner with more than half of the Fortune 50 Brands and have measured trillions of traditional and streaming TV impressions for our clients.

Founded In:	Employees:	Offices:
2014	300+	LA (HQ) / NYC / CHI / BOS

Leadership

Ross McCray CEO & Co-Founder

Michael Parkes President

Paul Ross Chief Financial Officer

Laura Tormey Chief Revenue Officer

Wendell Younkins Chief Accounting Officer

Nick Chakalos Chief Strategy Officer

Josh Chasin Chief Measurability Officer

Tony Fagan Chief Technology Officer

Andy Gaudin Chief Legal & Privacy Officer

Marisa Peters Chief People Officer

Investors

VideoAmp is backed by an outstanding group of investors, including: The Spruce House Partnership, D1 Capital Partners, Tiger Global, EPIQ Capital Group and Ankona Capital Partners.

Press Coverage

WSJ

AdAge

ADWEEK

Forbes

DIGIDAY

Awards



2022 AdAge's Best Place to Work Ranked #1



2021 Campaign Media US Awards (Gold) Best Media Sales Plan



2021 American Business Awards (Gold) Best New Product and Service of the Year



2021 Martech Breakthrough Awards Best Measurement Platform