

TV REACHES EVERYONE. WE TURN THAT REACH INTO RESULTS.

Diray Media is a performance-driven media agency that buys linear TV, streaming, CTV, and retail media to drive revenue for the brands we serve. We pair four decades of deep media relationships and rate access with our proprietary **Impact Engine**: an advanced AI platform built on custom machine learning that scores business outcomes in real time and predicts where your next dollar will have the most impact.

THE PROBLEM

MOST AGENCIES FOCUS ON THE WRONG THINGS.

WHAT THEY REPORT

CPM & Impressions	COST & VOLUME
Reach & Frequency	EXPOSURE MODELING
Clicks	PLATFORM PROXY

WHAT MOVES YOUR BUSINESS

Retail velocity	INCREMENTAL SALES LIFT
Purchase intent	PRODUCT DEMAND
Category share	COMPETITIVE POSITION

THE DIRAY IMPACT ENGINE

AI AGENTS + HUMAN AGENTS.

SIGNALS IN
CROSS-CHANNEL MEDIA · HISTORICAL PATTERNS · YOUR MEASUREMENT STACK · REAL-TIME MARKET SIGNALS

AI AGENTS

- Scores millions of signals in real time
- Machine Learning models for your brand & category
- Recalibrates as results come in

IMPACT ENGINE

PROPRIETARY
AI PLATFORM

HUMAN AGENTS

- Deep publisher relationships & leverage
- Premium inventory algorithms can't unlock
- Strategic judgment beyond the data

OUTCOMES SCORED

Every media decision graded against your business outcomes in real time.

PREDICTIVE IMPACT

Forecasting where your next dollar performs hardest — across networks, dayparts, and platforms.

WHY DIRAY

BUILT TO MOVE WHAT MATTERS.

40 YEARS · EARNED

DEEP EXPERTISE

Industry relationships, rate access, and pattern recognition no algorithm can replicate.

THE IMPACT ENGINE

MODERN INTELLIGENCE

Proprietary AI scores every media decision against your business outcomes — in real time.

INDEPENDENT

NIMBLE BY DESIGN

We move faster, think harder, and stay accountable to outcomes — not billable hours.

LET'S TALK

MEDIA BUILT FOR IMPACT.

Tell us the business outcome you need to move. We'll show you how Diray's AI engine, media expertise, and four decades of publisher relationships get you there.

DIRAY MEDIA

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