

Set Dynamics

Scenario-level reach, frequency, and impressions across a spot set.

250

SCENARIOS
SAMPLE SIZE

US

SCOPE
GEOGRAPHY

2026-Q1

VINTAGE
DATA VINTAGE

On demand

CADENCE
REFRESH

SCHEMA PREVIEW

First five rows. *Production schema, synthetic values.*

SCENARIO_ID	MEASUREMENT_TYPE	COHORT	SPOTS_COUNT	REACH_PCT	FREQUENCY_MEAN
scn_c3dse543...	planned	Game-Day H...	26	0.43	2.68
scn_e5f6a1a2...	delivered	Casual Din...	84	0.29	3.52
scn_q1b2c3d4...	delivered	Active Aff...	46	0.29	3.96
scn_c35ze5fa...	planned	Game-Day H...	22	0.45	3.02
scn_albuced4...	delivered	Active Aff...	43	0.38	3.75

FORMAT: CSV · ROWS IN DOWNLOAD: 250 · FIELDS: 8

METHODOLOGY

How *Set Dynamics* is built.

Set Dynamics computes reach, frequency, and impressions for an arbitrary spot set against an arbitrary audience cohort. The model composes Viewcast face-level delivery with cohort-conditioned audience intersections.

→ Full methodology at </docs/motionworks-methods/methods-set-dynamics/>

VALIDATION

How *we audit it*.

Scenario-level reach and frequency reconcile to Geopath measurement currency within ±4.1% (reach) and ±8.6% (frequency) for delivered campaigns with at least 24 spots.

→ Full validation report at </docs/set-dynamics/set-dynamics-validation/>

PROVENANCE

SOURCE Motionworks Set Dynamics
 MODEL VERSION set-dynamics-2026.1
 VINTAGE 2026-Q1
 CONFIDENCE 0.783
 SAMPLE SIZE 250 rows
 GENERATED 2026-05-16

SAMPLE DISCLAIMER

Illustrative synthetic data. Not for production use. For production data, request a sandbox API key at app2.mworks.com.

GEOPATH COMPLIANCE: Illustrative figures only. Not measurement currency. For Geopath-aligned planning numbers, request a sandbox API key.

TRY IT FOR REAL

Get a sandbox API key at app2.mworks.com.

GET SANDBOX KEY →

