Polaris I/O's MarketView Platform Expands Across NBCUniversal Local

Local-market intelligence platform helps local sales teams surface verified opportunities and move faster on new business.

NEW YORK, NY, UNITED STATES, November 11, 2026 /EINPresswire.com/ -- Polaris I/O today announced the expansion of Polaris I/O's MarketView platform with NBCUniversal Local beginning in 2027. The agreement builds on MarketView's work with NBC- and Telemundo-owned stations in Boston, Los Angeles, and Washington, D.C., to include NBCUniversal Local's full portfolio of local and regional media properties across the nation.

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>
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The expansion reflects a shared focus on giving local sales teams timely, actionable market intelligence to identify and pursue new advertising opportunities.

Over the past year, MarketView has delivered more than 1,600 qualified leads and nearly 17,000 verified local contacts to account teams in Los Angeles, Boston, and Washington, D.C. During that period, the platform also sent more than 5,500 real-time alerts on new market activity, helping sellers act on opportunities as they emerged.

Built for local account teams, MarketView surfaces signals of potential advertiser demand, including business activity, leadership changes, and new locations. It delivers verified leads and contact information directly to sellers, supported by tools for collaboration, lead assignment, progress tracking, and CRM integration.

"Local sales organizations need more than data. They need clear, timely signals that help teams focus their time on the businesses most likely to be in market," said Dave Irwin, CEO & Founder, Polaris I/O. "MarketView combines advanced AI with verified contact intelligence and a workflow built for collaboration, helping sellers move from research to relevant outreach faster."

"We're pleased to expand our partnership with Polaris I/O into new markets to better serve local marketers and businesses in the communities we serve," said Jordan Knopf, Senior Vice President of Sales, NBCUniversal Local. "Their platform gives our account teams real-time

visibility into market activity and converts qualified local-business signals into local ad revenue.”

MarketView applies named entity recognition, natural language processing, and agentic retrieval-augmented generation to analyze unstructured information and surface relevant business intelligence. The platform can be tailored to a team’s territory, workflow, and research requirements, and supports local-market activation at scale.

About Polaris I/O
Polaris I/O is a decision intelligence platform that helps enterprise revenue teams find new business before traditional indicators show it. The platform tracks companies and markets for early commercial activity, such as expansions, new locations, and leadership changes, and pairs those findings with verified contacts so teams know who to reach. Its MarketView product is built for media sales organizations, helping local and national sellers identify new and expanding advertisers. Beyond media, Polaris I/O works with Fortune 500 companies and with national security and intelligence agencies. For more information, visit polarisio.com.

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