

Marketers Can Now Use Accurate Data-Enabled Audiences Across CTV Devices

LBDigital's TV Everywhere audiences are built and optimized for CTV targeting

Methodology: Match PII [name, postal and email] to several sources for verification, and only keep attributes with 5+ touch-points for accuracy.

Consistent Quality: Independent data evaluator, Truthset, has continually found our demographic data to be of the highest quality across multiple segments, including age, gender, ethnicity, homeowner status, marital status and household income.

Sourcing: Self-reported on privacy-compliant websites via form fills, registrations, browser activity, memberships, and subscriptions.

Optimized for TV: Start with viewer demographics for streaming services, incorporate machine learning & enhance with consumer behaviors.



Top-Selling Off The Shelf Data-Enabled Audiences:

- Credit Card Companies
 - Credit Needy
 - Online Shoppers
 - Students
- Demographics
 - Age & Gender
 - Household Income
 - Multicultural Data
- Gaming & Gambling
 - Sports Betting
 - Casinos & Online
 - Video Games
- Health & Wellness
 - OTC & Pharma
 - Healthy Living
 - Weight Loss

Exclusive Custom Audiences Quick & Easy:

Within 72 hours we will build your segment using keywords and browser activity and online behaviors. Combine with demographics, interests, lifestyles and more to engage your ideal viewer wherever they are watching.

Ready to get going with CTV?

Look for LBDigital's CTV-enabled audiences in the LiveRamp Data Marketplace, TruAudience, Basis, Oracle Data Cloud, MediaMath, Krux, Xander, Google DV360 and IQM. Segments can also be delivered to your favorite digital platform!



For segment recommendations or custom audiences, contact:
203-746-6640 or hello@lbdigitaldata.com

