Marketers Can Now Reach Known CTV Viewers With Accurate Segmentation Across CTV Devices

LBDigital's "Optimized for CTV" audiences are ideal for your upcoming CTV campaigns

Optimized for CTV: Start with known CTV viewer data, incorporate machine learning & enhance with consumer behaviors and demographics.

Methodology: Using a variety sources for verification, which can be matched to device signals and PII [name, postal and email], and only keeping 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.

Top-Selling Off The Shelf "Optimized for CTV" Audiences:

- **Credit Card Shoppers**
  - Cruise Vacationers
  - High Price Home Decor Buyers
  - Online Shoppers
- **Demographics**
  - Age & Gender
  - Household Income
  - Multicultural Data
- **Political**
  - Small Business Owners
  - Veterans Who Vote
  - Young Adult Voters
- **Interest**
  - Fashion
  - Pets
  - Technology

Exclusive Custom Audiences Quick & Easy:

Tell us more about your target audience and we'll curate a list of keywords & phrases to build your audience. Combine with demographics, interests, lifestyles and more to engage your ideal viewer wherever they are watching. We can build a custom audience and project monthly quantities within a few days.

Ready to get going with CTV?

Look for LBDigital's "Optimized for CTV" audiences in the LiveRamp Data Marketplace, TruAudience, Basis, Oracle Advertising, Krux, Xandr, Google DV360 and IQM. Segments can also be delivered to your favorite digital platform!

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For segment recommendations or custom audiences, contact:
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