Predictive Audiences

## The Standard for cookie-free audience targeting at scale

OVERVIEW

Comscore's patent-pending Predictive Audiences are the industry's first cookie-free targeting capability that enables advertisers to reach audiences based on granular consumer behavior through privacy-friendly contextual signals. With third-party cookie deprecation fast approaching, advertisers and agencies need new solutions to ensure their campaigns continue to reach the right audiences across desktop, mobile and CTV.

Clients can reach audiences aligned to their campaign goals based on age and gender demographics, CTV/TV viewership, OTT/Gaming consumption, and consumer behaviors within leading Demand Side Platforms (DSPs).
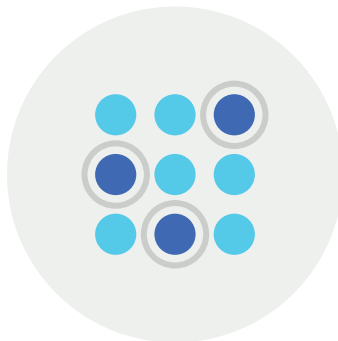
WHY COMSCORE?
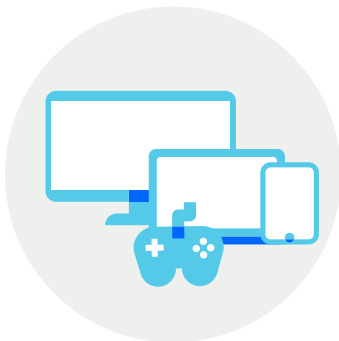
UNIQUE PANEL ASSETS

Comscore's best-in-class multi-platform digital panels and CTV ad exposure and viewership data provide a massive cross-platform data footprint that serves as the foundation to create privacy-focused targets.

INTELLIGENT CATEGORIZATION

Proprietary AI extracts the contextual essence of page, video, or audio content and classifies the content across 350k subcategories. Machine learning detects content signals in real-time and continuously fuels categorization to power Predictive Audiences.

SCALE & DEPTH

The combination of panel assets and contextual categorization technology uniquely position Comscore to transform valuable Comscore audiences and 3rd party partner audiences into contextual targets without cookies for holistic targeting across web, app and CTV.

Predictive Audiences

Available Segments

COMSCORE

CTV VIEWERSHIP*

- TV Genres
- TV Network

TV VIEWERSHIP**

- TV Network
- TV/Movie Genres
- TV Dayparts/Frequency

OTT/GAMING**

- Streaming Behaviors
- Watchers by Streaming Service
- Gaming Habits

PERSONAS**

- Sports Fans
- Olympic Enthusiasts
- Life Stage
- Cord Cutters, Young Moms

...AND MORE

*Indicates segments are built based on UK/DE behaviors, but can be used to target globally
**Indicates segments are built based on US behaviors, but can be used to target globally

How It Works

LINEAR TV VIEWERSHIP
B2B
CTV/OTT VIEWERSHIP
AGE/GENDER
GAMING

SEED SET
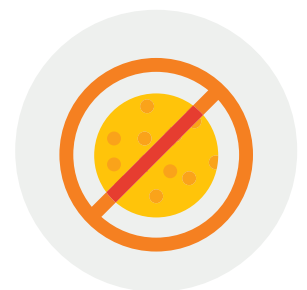
Consumer behaviors from industry-leading providers

PANELS

Comscore's best-in-class digital and mobile panels

CONTEXTUAL

Second-largest content crawler with proprietary AI

COOKIE-FREE

Predictive Audiences

Comscore Contextual Targeting Suite

The launch of Predictive Audiences is the latest enhancement to Comscore's full suite of cookie-free solutions.

BRAND SAFETY

- 20 Pre-Built Safety Filters
- 35+ Brand Suitability filters
- Custom Keywords Aviodance
- Content Ratings

CONTEXTUAL RELEVANCE

- IAB2.0 Categories & Sub-Categories
- Custom Keywords
- Seasonal Segments
- Custom Segments
- 45 Languages

PREDICTIVE AUDIENCES

- TV Viewing Behavior
- OTT/Gaming Behavior
- Personas
- CTV Viewership

COOKIE-FREE DEMOGRAPHICS*

- Age
- Gender

*Available for Australia, Brazil, Canada, France, Germany, Hong Kong, India, Italy, Japan, Malaysia, Mexico, Singapore, Spain, Taiwan, UK, US and Vietnam

Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email **learnmore@comscore.com**.