

# Cookie-Free Demographic Profiles

Optimize in-target delivery with cost-efficient, privacy-focused cookie-free demographic segments

## OVERVIEW

Evolving global privacy standards and regulation – like the European Union’s General Data Protection Regulation (GDPR) – have had an undeniable impact on digital advertising strategies, as many of the programmatic tools that marketers rely upon are repeatedly being called into question.

As a trusted partner, Comscore provides privacy-focused, cookie-free demographics that enable marketers to only bid on pages with a high composition of specific demographics visitors. Powered by Comscore’s trusted Media Metrix® measurement, these predictive segments provide a cost-efficient way to reach key global audiences for stronger marketing performance.

## AVAILABLE SEGMENTS

Age	Gender	Race*	Household Income*	Presence of Children*	Profile*
<ul style="list-style-type: none"> <li>• 13 – 17</li> <li>• 13 – 24</li> <li>• 18 – 24</li> <li>• 18 – 34</li> <li>• 18 – 49</li> <li>• 21+</li> <li>• 21 – 34</li> </ul>	<ul style="list-style-type: none"> <li>• 25 – 34</li> <li>• 25 – 49</li> <li>• 25 – 54</li> <li>• 35 – 49</li> <li>• 45 – 64</li> <li>• 55+</li> <li>• 65+</li> </ul>	<ul style="list-style-type: none"> <li>• Persons</li> <li>• Female</li> <li>• Male</li> </ul>	<ul style="list-style-type: none"> <li>• Black/African American</li> <li>• Other</li> </ul>	<ul style="list-style-type: none"> <li>• \$200,000 or more</li> <li>• \$150,000 – \$199,999</li> <li>• \$100,000 – \$149,999</li> <li>• \$75,000 – \$99,999</li> <li>• \$60,000 – \$74,999</li> <li>• Less than \$60,000</li> </ul>	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• Legal Drinking Age</li> </ul>
	<b>Household Size*</b> <ul style="list-style-type: none"> <li>• 1</li> <li>• 2</li> <li>• 3</li> <li>• 4</li> <li>• 5+</li> </ul>	<b>Ethnicity*</b> <ul style="list-style-type: none"> <li>• Hispanic</li> <li>• Non-Hispanic</li> </ul>		<b>Country</b> <ul style="list-style-type: none"> <li>• Australia</li> <li>• Canada</li> <li>• France</li> <li>• Germany</li> <li>• Spain</li> <li>• UK</li> </ul>	<ul style="list-style-type: none"> <li>• US</li> <li>• Hong Kong</li> <li>• India</li> <li>• Malaysia</li> <li>• Singapore</li> <li>• Taiwan</li> <li>• Vietnam</li> <li>• Mexico</li> <li>• Brazil</li> <li>• China</li> <li>• Japan</li> </ul>

## WHY COMSCORE



**Quality and Scale:** Leverage expansive, passively-collected data from multiple platforms to gain an impartial view of consumer media consumption.



**Privacy-Focused:** Achieve more accurate demographic targeting with cookie-free segments based on page visitor indices.



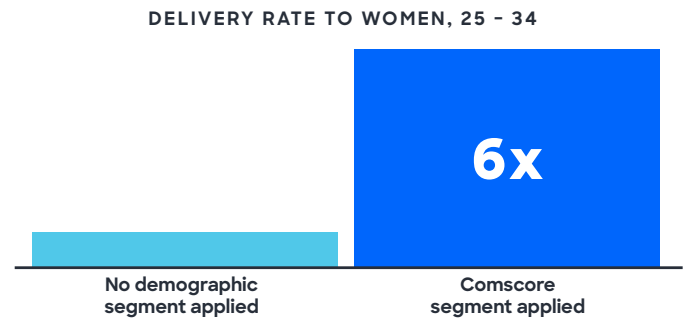
**Trusted:** Activate segments powered Comscore’s flagship Media Metrix solution, which is used as a digital currency within the advertising industry.

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## PROVEN RESULTS

**Challenge:** A Consumer Packaged Good (CPG) advertiser seeking to reach Women, 25 - 34 without the use of whitelists uses Comscore's trusted third-party cookie-free demographics for pre-bid targeting.

**Results:** In-target delivery grew six fold with Comscore's segment applied in pre-bid, enabling the advertiser to deliver more ads to pages that index high for the selected demographic target. Additionally, the advertiser improved in-target efficiency (eCPM) by a factor of five.



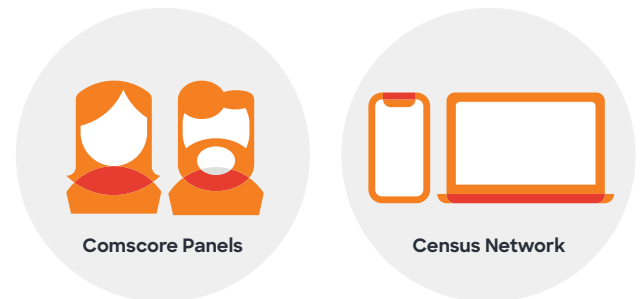
## HOW IT WORKS

Unlike solutions that rely on a single source of information, Comscore's cookie-free demographics leverage multiple expansive digital datasets:

- Comscore's two-million person global panel, the largest of its kind, helps mitigate issues like cookie deletion and co-viewing.
- Comscore's extensive census network provides more data on online user behavior than other vendors, enabling us to assign website visitation demographics with precision.

The combinations of these assets helps advertisers narrow biddable inventory to pages that over index for visitation by a specific audience - without needing cookies.

### COMSCORE LEVERAGES DATA FROM MULTIPLE SOURCES TO ASSIGN DEMOGRAPHICS TO WEBPAGES:



**Ian Trider**  
DIRECTOR OF RTB  
PLATFORM OPERATIONS  
**centro**

“Advertisers use Centro’s Basis platform with the expectation of greater flexibility in pre-bid content filtration and demographic targeting without compromising on brand-safety or relevance.

**Recent campaigns on our platform show that using Comscore insights yield up to 6x in-target delivery.** This illustrates the quality, effectiveness and value of Comscore’s data.”

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](mailto:learnmore@comscore.com).