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.
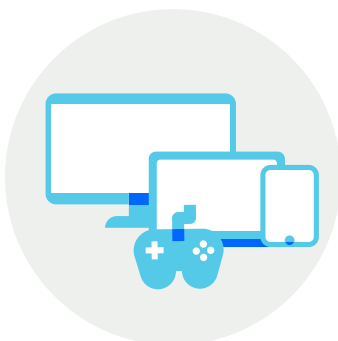
Clients can reach audiences aligned to their campaign goals based on age and gender demographics, TV viewership, OTT consumption, and consumer behaviors such as automotive purchase data, location data, and non-FCRA financial data within leading Demand Side Platforms (DSPs).
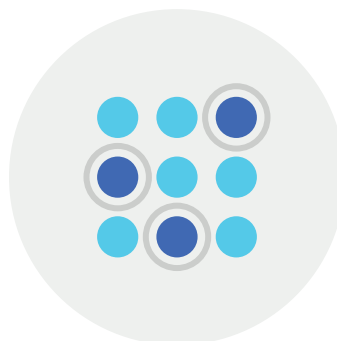
3RD PARTY AUDIENCE DATA PARTNERS   TransUnion   Polk By IHS Markit   PlaceIQ

WHY COMSCORE?

UNIQUE PANEL ASSETS

Comscore's best-in-class digital, mobile, TV, and wifi panels 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

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
- Political
- Cord Cutters, Young Moms, Life Stage

...AND MORE

PARTNERS

IHS MARKIT
- Polk Automotive In-Market and Owner Segments

PLACEIQ
- Location-based Segments

TRANSUNION
- Non-FCRA Financial Segments

How It Works

SEED SET
Consumer behaviors from industry-leading providers

PANELS
Comscore's best-in-class digital, mobile, TV & wifi panels

2ND LARGEST
contextual crawler

COOKIE-FREE
Patent-pending 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
- Automotive Purchase
- Location
- Non-FCRA Financial

COOKIE-FREE DEMOGRAPHICS
- Age
- Gender
- Legal Drinking Age (LDA)
- Presence of Children
- Ethnicity and Race
- Household Income

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**.