

# Predictive Audiences

Comscore has partnered with IRI to deliver Predictive Audiences, the industry’s only programmatic cookie-free targeting solution to reach valuable CPG, healthcare and retail purchase-based audiences in a privacy-forward manner.

## OVERVIEW

Comscore Predictive Audiences is the only cookie-free solution that provides a crosswalk between deterministic audience data and privacy-friendly contextual signals. Comscore’s partnership with IRI will combine IRI’s data expertise and marketing insights with Comscore’s Predictive Audiences methodology to create cookie-free CPG (including over-the-counter health) audiences. Now advertisers can leverage Comscore Predictive Audiences powered by IRI’s insights to reach in-market consumer audience targets - all in a cookie-free environment.

## IRI - SETTING THE BAR FOR CPG DATA EXCELLENCE

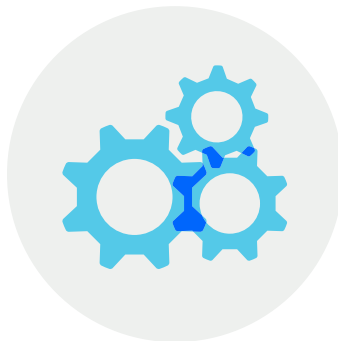
As a leading provider of big data, predictive analytics and forward-looking insights, IRI integrates the world’s largest purchase data set to help CPG, OTC healthcare organizations, retailers, and media companies grow their businesses. With its on-demand cloud-based technology platform, IRI guides its global clients to connect with consumers, capture market share, and deliver market-leading growth.

## WHY COMSCORE?



### FUTURE-PROOF TECHNOLOGY

Unique cookie-free methodology that combines media consumption behaviors from Comscore’s cross-platform data assets across digital, mobile, TV, and wifi panels with its massive AI contextual engine to transform valuable audiences into contextual targets.



### SUPERIOR PERFORMANCE

Better underlying data assets lead to better performance. Comscore Predictive Audiences deliver the same campaign KPIs as cookie-based tactics at a fraction of the cost and drive greater ROI on programmatic campaigns - while fully respecting user privacy.



### TARGETED REACH AT SCALE

Advertisers can now achieve targeted reach across desktop, mobile, CTV and podcasts without compromising scale - all powered by Comscore’s world-class cross-platform datasets, AI contextual engine and partnerships with leading data providers across industries.

# Predictive Audiences

## Available Segments\*

### CPG

- Baby Food
- Baby Needs
- Baking Mixes
- Baby Care & Safety Accessories
- Alcoholic - Beer/Ale/Alcoholic Cider
- Bottled Water
- Energy Drinks
- Canned Fruit Juice
- Manual Dish Detergent
- Fabric Softener Sheets
- Canned & Bottled Tea
- Wine
- Milk
- Processed Cheese
- Fresh Eggs
- Refrigerated Spreads
- Yogurt
- Frozen Appetizers/Snack Rolls
- Multi Serve Dinners
- Breakfast Foods
- Frozen Fruit
- Ice Cream
- Frozen Meat
- Frozen Pizza
- Shelf Stable Lunch Meats
- Bleach
- Facial Tissue
- Food & Trash Bags
- Household Cleaner
- Laundry Care
- Air Fresheners
- Alkaline Batteries
- Automotive Treatment Products
- Candles
- Charcoal
- Disposable Cups
- Plastic Cutlery
- Aluminum Foil
- Plastic Wrap
- Sandwich/Freezer/Food Storage Bags
- Light Bulbs
- Motor Oil
- Adhesives
- Household Tape
- Office Products
- Indoor Insect/Rodent Control
- Toilet Tissue
- Water Softeners/Treatment
- Luncheon Meats
- Shelf Stable Asian Food Products
- Brownie Mixes
- Coffee Filters
- Microwaveable Package Dinner
- Fresh Bread
- Gum
- Jellies/Jams/Honey
- Mexican Foods
- Mints
- Specialty Nut Butter
- Nutritional Snacks/Trail Mixes
- Pickles/Relish/Olives
- Shelf Stable Seafood
- Breakfast/Cereal/Snack Bars
- Sugar Substitutes
- Denture Products
- Hair Accessories
- Facial Cosmetics
- First Aid Tape/Bandage/Gauze/Cotton
- Hand & Body Lotion
- Skin Care
- Multi-Vitamins
- Pet Food

\*Additional CPG Segments Available

## How It Works



### SEED SET

Consumer behaviors from industry-leading providers



### PANELS

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



### CONTEXTUAL

Superior AI Contextual engine and intelligent categorization technology



### COOKIE-FREE

Patent-pending CPG Predictive Audiences

Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or visit [comscore.com/contact](https://comscore.com/contact)