

Your 2022 Guide to Privacy-Forward Programmatic Audience Targeting



Comscore Predictive Audiences

With third-party cookie deprecation fast approaching, advertisers and agencies need new solutions to ensure their campaigns continue to reach the right audiences.

Comscore Predictive Audiences directly addresses the most pressing issue in the cross-platform advertising space, supporting the new privacy-forward movement that's taking shape with third-party cookies and other personal identifiers going away. As a new standard for advanced programmatic targeting, Predictive Audiences uses a cookie-free approach to deliver audiences with precision and at scale—with greater effectiveness and efficiency compared to past cookie-based solutions.

Clients can reach audiences aligned to their campaign goals based on age and gender demographics, TV viewership, streaming behaviors, and consumer behaviors such as automotive purchase data, location data, B2B data, non-FCRA financial data –and much more within leading Demand Side Platforms (DSPs).

What makes this solution unique?



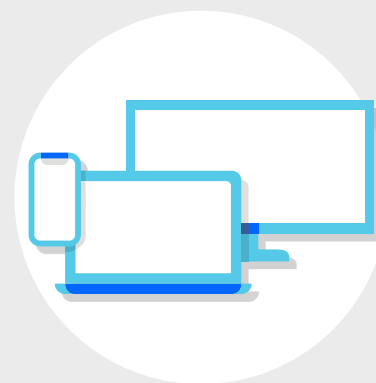
FUTURE-PROOF TECHNOLOGY

Unique methodology combines leading media consumption data assets with AI contextual engine and intelligent categorization technology to transform valuable audiences into contextual targets at scale.



SUPERIOR PERFORMANCE

Comscore Predictive Audiences delivers the same KPIs as cookie-based tactics at a fraction of the cost and drives greater ROI on programmatic campaigns – while fully respecting user privacy.



CROSS-PLATFORM SCALE

Advertisers can achieve targeted reach across platforms without compromising scale powered by our world-class cross-platform datasets, panel assets, AI contextual engine and partnerships with leading data providers across industries.

DRIVE CAMPAIGN SUCCESS WITH COMSCORE'S HIGH-PERFORMING AUDIENCE SEGMENTS ACROSS INDUSTRY VERTICALS.

Political



Reach desirable political audiences based on L2's reliable data intelligence. L2's unparalleled voter insights combined with Predictive Audiences' methodology offers a powerful next-generation offering for political audience targeting.

- **Ideology Partisanship:** Ideology Liberal Vs Conservative Vs Moderate - Moderate
- **Environmental Protection:** More Protection
- **Covid** | Get Vaccine Definitely Vs Unlikely - Unlikely
- **Healthcare** | Medicare For All - Support
- **Ideology Partisanship** | Partisanship Overall - Independent
- **Military International Borders** | Defense Spending - Increase
- **Military International Borders** | Immigration - Treated Unfairly by Government
- **Role Of Government** | Gun Control - Support 2A Rights
- **Voting And Courts:** Vote Timing - Early
- **Economy:** Economic Anxiety - Very Worried

176.04B MONTHLY AVAILABLE IMPRESSIONS

For over 50 years, L2, Inc. has set the industry standard for having the highest quality and most comprehensive voter and consumer file available. L2's 53-point hygiene and processing method remains unparalleled in the market.



[EXPLORE ALL SEGMENTS](#)

Retail



Reach in-market brand and category purchasers based on Commerce Signals' granular purchase data. Commerce Signals' advanced payment data analytics combined with Predictive Audiences' methodology offers powerful insights and closed-loop measurement to eliminate waste and boost marketing ROI.

- **Category** | Airlines
- **Category** | Fast Food Restaurants
- **Category** | Food Delivery
- **Category** | Household Goods/Furniture Stores
- **Category** | Movie Theaters
- **Merchant** | Disney+ (Plus)
- **Merchant** | Gap
- **Merchant** | Papa John's
- **Merchant** | Trader Joe's
- **Retail Merchant** | Uber

149.96B MONTHLY AVAILABLE IMPRESSIONS

Commerce Signals has a permissioned, anonymized view of credit and debit card spending behavior from 40 million U.S. households. The data includes everywhere cards are used, from retail and online purchases to streaming and ride sharing.



[EXPLORE ALL SEGMENTS](#)

Media & Entertainment

Reach valuable cross-platform audiences based on media consumption behaviors such as TV viewership, CTV/gaming usage, moviegoers, binge-watchers and personas. As the proven leader in measuring cross-platform media behaviors, Comscore provides a seamless crosswalk between audience targets and privacy-friendly contextual signals.

- TV | HML | Light TV viewers
- CTV Streaming | DVR Paid Subscription
- CTV Streaming | Premium Rentals
- CTV Streaming | Netflix Watchers - Heavy
- Personas | Media Entertainment | Spanish Language TV Watchers
- TV | Genre | Home & Garden/Home Improvement
- TV | Genre | Movies
- TV | Genre | News
- TV | Genre | Travel
- TV | Network | Food Network

424.28B MONTHLY AVAILABLE IMPRESSIONS

Comscore is a trusted partner for planning, transacting, and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore enables media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence.



[EXPLORE ALL SEGMENTS](#)

B2B

Reach business decision-makers with Eyeota's consumer-friendly targeting solutions. Eyeota's expansive global audience data combined with Predictive Audiences' methodology provides ad tech ecosystems with unmatched access to unique B2B audiences.

- Decision Makers - Finance Industry
- Decision Makers - Healthcare Industry
- Decision Makers - IT Industry
- Decision Makers - Job Function - C Level
- Decision Makers - Job Function - C Level - CMO
- Decision Makers - Organization Type - Small Business
- Employment - Business Services Industry - Executive and Strategic Management
- Employment - Government Industry - Public Finance, Taxation and Monetary Policy
- Employment - Healthcare Industry - Health Professionals - Doctors, Physicians and Surgeons
- Firmographics - Company Size - Large (More Than 1000 Employees)

401.64B MONTHLY AVAILABLE IMPRESSIONS

Eyeota is the leading audience technology platform, enabling the intelligent use of data, providing customers with data confidence, and delivering solutions that help maximize the value of audience data.



[EXPLORE ALL SEGMENTS](#)

Sports/ Gambling

Gaming

Reach sports fanatics each season with Comscore's detailed insights to help marketers capitalize on lucrative opportunities. Comscore delivers cross-platform cookie-free audiences for precise targeting of ideal segments.

- CTV Streaming | Freemium Sports Ad Supported
- CTV Streaming | Premium Sports Paid Subscription
- Personas | Sports Fans | American Football Fans
- Personas | Sports Fans | Baseball Fans
- Personas | Sports Fans | Basketball Fans
- Personas | Sports Fans | Extreme Sports Fan
- Personas | Sports Fans | Fantasy Sports
- Personas | Sports Fans | Golf Fans
- Personas | Sports Fans | Online Gambling
- TV | Genre | Sports

137.04B MONTHLY AVAILABLE IMPRESSIONS

Comscore is a trusted partner for planning, transacting, and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore enables media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence.



EXPLORE ALL
SPORTS SEGMENTS

EXPLORE ALL
GAMBLING SEGMENTS

Reach gaming audiences aligned to game-specific genres based on Spiketrap's contextualized conversations across the full gaming ecosystem. Combined with Comscore Predictive Audiences, Spiketrap's highly refined gaming-oriented consumer insights enable greater reach with higher affinities, maximizing ad engagement.

- OTT | Gaming Devices | Game Console Users
- Personas | Early Adopters | Gamers
- Personas | Sports Fans | Esports Fans
- Genre | Battle Royale
- Genre | Multiplayer
- Persona | Pathfinders
- Persona | Social Gamer
- Persona | Solo Challengers
- Persona | Story Seekers
- Persona | Trend Chasers

199.48B MONTHLY AVAILABLE IMPRESSIONS

Spiketrap is the leading context provider for the games industry, providing audience intelligence and media solutions for top game publishers, developers, and agencies. Its proprietary Clair AI extracts the signal from the noise of high-velocity UGC environments, powering unparalleled targeting accuracy across the entire gaming ecosystem.



EXPLORE ALL SEGMENTS

Automotive

Reach auto enthusiasts based on IHS Markit's automotive solutions that span every major market and the entire automotive value chain.

With Polk segments integrated into Comscore Predictive Audiences, automotive marketers can connect to their best prospects for every campaign and initiative.

- **In Market - Fuel Type** | New Alternative Fuel Vehicle
- **In Market - Fuel Type** | Used Alternative Fuel Vehicle
- **In Market - New - Make** | Honda
- **In Market - New - Make** | Toyota
- **In Market - New - Model** | Nissan Frontier
- **In Market - New - Segment** | Luxury Sports Vehicle
- **In Market - New - Segment** | Non-Luxury Compact SUV
- **In Market - New - Transaction Type** | Lease Vehicle
- **In Market - Vehicle Condition** | New Vehicle
- **In Market - Vehicle Condition** | Used Vehicle

185.96B MONTHLY AVAILABLE IMPRESSIONS

IHS Markit is a world leader in critical information, analytics, and solutions that provide insights that help customers make better-informed decisions and drive growth, performance, and efficiency.



[EXPLORE ALL SEGMENTS](#)

Insurance

Reach in-market insurance consumers based on TransUnion's financial audience data and marketing attributes. TransUnion's robust database combined with Predictive Audiences provides marketers with precise targeting capabilities in the insurance marketplace.

- **Demo** | Life Events - New Homeowners
- **Demo** | Life Events - Pre Movers
- **Personas** | Auto Club Shoppers
- **Personas** | Life Insurance Shoppers
- **Personas** | Life Stages | New Baby
- **Personas** | Life Stages | New Home
- **In Market** - Most Likely to Apply for an Auto Loan
- **In Market** - Most Likely to Be Shopping for Insurance
- **In Market** - Potential First Time Homebuyer
- **Insurance** - Insurance Expiration 1 - 3 Months

86.76B MONTHLY AVAILABLE IMPRESSIONS

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good.®



[EXPLORE ALL SEGMENTS](#)



CPG

Reach valuable CPG, healthcare and retail purchased-based audiences based on IRI's data expertise and marketing insights. 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.

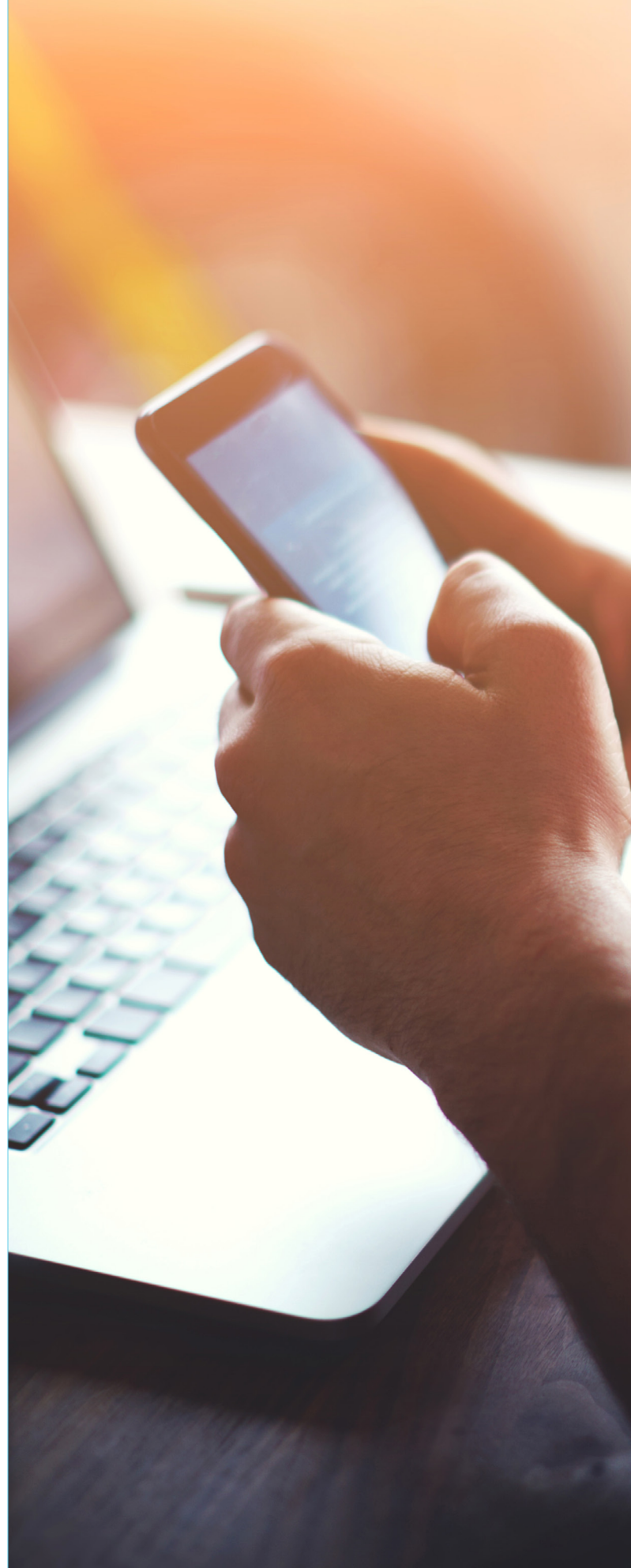
- **Baby & Toddler Care** | Diapers
- **Household Products** | Laundry Care
- **Beverages** | Alcoholic - Beer/Ale/Alcoholic Cider
- **Pantry Staples** | Chocolate Candy
- **Personal Care & Health** | First Aid Treatment
- **Dairy, Cheese & Eggs** | Yogurt
- **Frozen Foods** | Ice Cream
- **Personal Care & Health** | Facial Cosmetics
- **Pet Food & Supplies** | Pet Food
- **Household Products** | Household Cleaner

160.7B MONTHLY AVAILABLE IMPRESSIONS

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.



[EXPLORE ALL SEGMENTS](#)



Comscore On-the-Shelf PMPs

Achieve precision programmatic targeting through Comscore's cookie-free Predictive Audiences combined with premium inventory.

Comscore On-the-Shelf PMPs are an innovative set of display, video and CTV deals offering buyers more advanced programmatic targeting capabilities. The deals combine Comscore's advanced audiences and premium inventory to drive campaign performance in all leading DSPs. Using the On-the-Shelf PMPs via an easy-to-use single deal ID, you can tap into Comscore's best-in-class audiences spanning demographics, media consumption, gaming, location-based, financial, B2B, retail buyers and more.

**CLICK HERE TO ACTIVATE YOUR
PRIVACY-FORWARD PROGRAMMATIC TARGETING TODAY!**

[COMSCORE.COM/PRODUCTS/PROGRAMMATIC-TARGETING/PRIVACY-FORWARD-PROGRAMMATIC-AUDIENCE-TARGETING](https://comscore.com/products/programmatic-targeting/privacy-forward-programmatic-audience-targeting)

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