AUDIENCE HUB

How could reaching the same audience across channels improve your marketing?

KEY BENEFITS

Create and distribute audiences for planning and buying at scale across TV, OTT, and social marketplaces.

Explore audience insights in areas like demographics, financial, automotive, political, purchase behavior, and more.

Plan budgets based on the potential reach of desired audiences across video-centric channels.

AUDIENCES POWERED BY DIVERSE DATA SETS

FIRST-PARTY DATA
CRM lists, DMP segments, etc.

2 BILLION
Social Media Interactions

12+ MILLION
Opted-In Smart TVs

2,100+
Global TV Channels

THIRD-PARTY DATA
Auto, purchase data, demos, etc.

100,000
People Meter Respondents

247 MILLION
U.S. Adult Profiles

4C | scope

The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

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AUDIENCE HUB

AVAILABLE AUDIENCE TYPES

First-Party Audiences

Segments built from a seed of your first-party customers (via CRM list upload or DMP integration) and expanded (optional) using 9 billion data points across 12 categories for 247M U.S. adult profiles

Smart TV Audiences

TV Ad Reach: Segments comprised of people who have been exposed (or not exposed) to you or your competitors' TV ads.

TV Viewership: Segments comprised of people who have viewed (or not viewed) specific programming.

Elusives: Segments comprised of people who do not watch traditional, live television and aren't being reached by linear TV advertising.
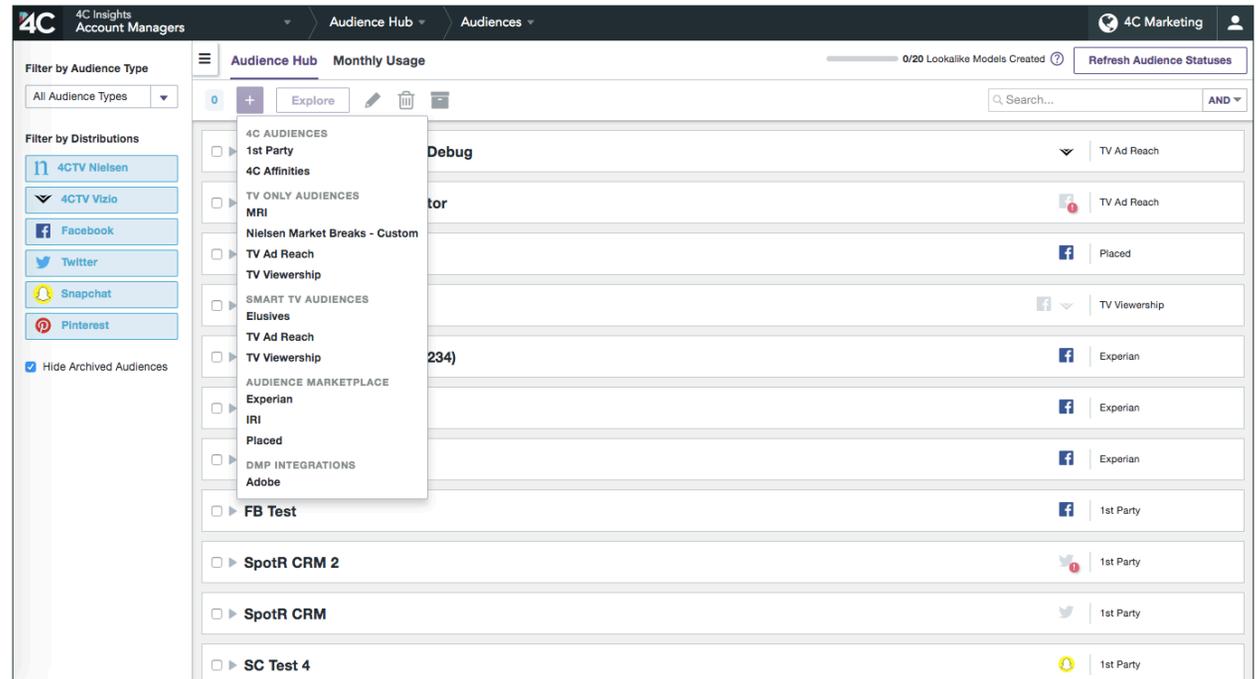
TV Only Audiences

Nielsen Market Breaks: Segments based on Nielsen Market Breaks that can be blended together to create highly precise audiences.

MRI: Segments based on Nielsen's National People Meter panel, MRI's Survey of the American Consumer, and on 6,000 product and service brands across 550 categories.

Nielsen TV Ad Reach: Households that have been exposed (or not exposed) to you or your competitors' TV ads.

Nielsen TV Viewership: Households that have viewed (or not viewed) specific programming.

Audience Marketplace

Thousands of high demand, pre-built segments from leading premium data providers: Oracle, Experian, IRI, and Placed.

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