CTV Audiences Guide - U.S.

The best of digital’s data-driven precision + the command of TV
Lotame is the world’s largest, trusted source of audience data

Empower your customer acquisition with the smartest, fastest, easiest source of trusted audience data in CTV.

Reach your next best customers with CTV audiences available in 50+ platforms today — or contact us for custom CTV audience creation.

“Tapping into Lotame’s universe of high-quality data made all the difference in enriching our profiles and creating addressable audiences that worked.”

Find Your Audience on CTV

CTV Demographics  CTV Viewership  CTV Interest + Intent  CTV Custom
Sample segments include:

**Full-Sized Car Owners** · 23 Million Households
People who have registered a full-size vehicle, self-declared full-size car ownership or researching used or new full-size vehicles

**In-Market Truck Buyer** · 19 Million Households
People who have recently visited a truck dealership or are actively reading content about trucks

**In-Market Luxury Auto Buyer** · 31 Million Households
People who have recently visited a luxury auto brand dealership or are actively searching online for luxury automobiles

**Automobile Brands - Toyota** · 41 Million Households
People who have registered a Toyota, self-declared Toyota ownership or researching Toyotas

**Sport Utility Vehicle Owner** · 36 Million Households
People who have registered a SUV, self-declared SUV ownership or researching SUVs
Sample segments include:

**Small Business Professionals • 50 Million Households**
People who have declared they are a small business professional, subscribe to small business newsletters, or downloaded white-papers related to small business.

**Job Seekers • 26 Million Households**
People who are actively searching for a job online.

**C-Level Executives • 2 Million Households**
People who have declared they are C-level executives, have attended C-suite conferences, or downloaded executive-focused white-papers.

**B2B Industry - Legal • 11 Million Households**
People who read legal publications and regularly consume legal content online.

**B2B Company Size - Extra Large (5,000+) • 27 Million Households**
People whose phone location shows them regularly at large company offices or have declared that they work for an extra-large company.
Sample segments include:

**Cold and Flu Medicine Buyers** · 21 Million Households
People who use a loyalty card to purchase cold and flu medicines or research the best over-the-counter options online

**Weight Control / Diet Aids Buyers** · 11 Million Households
People who read weight-loss content, purchase diet aids with their loyalty card, or subscribe to diet related apps

**Cat Food Buyers** · 25 Million Households
People who purchase cat food in-store with their loyalty cards or online, or subscribe to cat products

**Tobacco and Accessories Buyers** · 26 Million Households
People who have declared themselves as smokers or have made tobacco-related purchases

**Disposable Diapers Buyers** · 17 Million Households
People who purchase diapers online or in-store
Sample segments include:

**HHI $100k+**  •  **45 Million Households**
People who have declared that they have a household income over $100k

**Spanish Speakers**  •  **44 Million Households**
People who have Spanish browser settings

**Parents of Teenagers**  •  **51 Million Households**
People who have declared they have teenagers in their household

**Presence of 25-34 Year Olds**  •  **11 Million Households**
People who have declared that their household includes people aged 25-34

**Presence of Female in HH**  •  **56 Million Households**
People who have declared that there is at least one female in their household
CTV · Entertainment

Sample segments include:

**Online / Mobile Gamers** · 74 Million Households
People who visit online gaming sites and apps

**Gambling** · 47 Million Households
People who visit casinos or have shown an interest in sports betting

**Casual Video Gamers** · 56 Million Households
People who purchase video games online or in-store, or play connected video games

**Music Event Attendees** · 32 Million Households
People whose location has shown them at a live music event or are researching music events online

**Children and Family Movie Fans** · 39 Million Households
People who stream family movies or purchase movie tickets for children's movies
CTV · Finance

Sample segments include:

**Homeowners Insurance** · 30 Million Households
People researching homeowners insurance, are in-market to buy a home, or bought a home in the past two years

**Online Banking** · 58 Million Households
People who visit online banking websites

**Auto Insurance** · 49 Million Households
People who own or lease a personal vehicle

**Personal or Health Insurance** · 46 Million Households
People who visit health insurance sites

**Estate Planning** · 41 Million Households
People who read content about estate planning
Sample segments include:

**Restaurants and Dining** · 68 Million Households
People whose phone location is spotted dining out

**Cooking and Recipes** · 63 Million Households
People who regularly visit recipe websites

**Tequila Drinkers** · 6 Million Households
People researching tequila-based cocktail recipes or have self-declared a tequila interest

**Champagne and Sparkling Wine Drinkers** · 13 Million Households
People who read website or blog content highlighting sparkling wines or who have declared sparkling wine as a top drink choice

**Beer and Ale Buyers** · 54 Million Households
People who read website or blog content highlighting beer or who have declared beer as a top drink choice
CTV · Healthy Living

Sample segments include:

Health and Fitness · 84 Million Households
People who regularly visit gyms and fitness studios or stream workouts online

Dieting and Weight Loss · 57 Million Households
People who read diet and weight loss content online or have downloaded fitness apps

Gardening · 61 Million Households
People who read content or watch videos about gardening or purchase gardening materials

Eye Care · 40 Million Households
People who purchase glasses or contact lenses or have visited an eye care center

Wellness · 55 Million Households
People who read wellness-related content online
CTV · Holidays

Sample segments include:

**Holiday Shopping · 60 Million Households**
People who increase shopping transactions around the holidays or read holiday gift guides

**Halloween · 45 Million Households**
People who shop online for Halloween decor and costumes

**Back to School · 60 Million Households**
People who increase their shopping during back-to-school season or read content focused on back to school

**Thanksgiving Food · 48 Million Households**
People who research Thanksgiving recipes and party ideas

**Black Friday and Cyber Monday · 70 Million Households**
People who research Black Friday and Cyber Monday deals and shop in-store or online during this weekend
CTV · Home & Family

Sample segments include:

**Outdoor Enthusiasts** · 70 Million Households
People who have declared an interest in various outdoor activities, including fishing, hiking, etc.

**Affluent Households** · 36 Million Households
Households with a high net worth or higher discretionary income

**Home Decorating** · 54 Million Households
People who purchase home decorating items online or shop in-person at home decor stores

**Do It Yourself (DIY)** · 60 Million Households
People who read DIY blogs and watch DIY videos

**Dog Lovers** · 58 Million Households
People who have purchased dog supplies online or in grocery stores
CTV · Politics

Sample segments include:

U.S. Military · 41 Million Households
People who read military-related content

Democratic Party · 49 Million Households
People who regularly read Democratic-skewing content

Republican Party · 44 Million Households
People who regularly read Republican-skewing content

Environmentalism · 47 Million Households
People who are consuming content about environmentalism

Charitable Donors · 41 Million Households
People who have self-declared that they contribute to charities or regularly visit charity websites
CTV · Social Media

Sample segments include:

**Online Dating · 25 Million Households**
People who use online dating apps or sites

**Influencers · 11 Million Households**
People who have identified their job title as ‘influencer’ or have a high social media following

**Social Media Users · 65 Million Households**
People who use social media apps

**Bloggers · 13 Million Households**
People who have self-declared they are bloggers or frequently visit blog sites

**Content Sharers · 25 Million Households**
People who are high content consumers and are active on social channels or have clicked the share button on articles
Sample segments include:

**Golf** · 31 Million Households
People who often visit golf courses, are past purchasers, or in-market for golf equipment

**American Football** · 57 Million Households
People who attend NFL games, tune in to live football games, or regularly consume football content

**Fantasy Sports** · 44 Million Households
People who visit fantasy sports sites

**Snowboarding** · 25 Million Households
People who have declared that they snowboard, have purchased snowboarding equipment, or researched snowboarding online

**Basketball** · 54 Million Households
People who read professional and college basketball content, attend or frequently watch NBA games
CTV · Style & Clothing

Sample segments include:

**Online Shoppers Luxury · 26 Million Households**
People who shop online at luxury department stores or search for products with a higher item price

**Jewelry and Fashion Accessories · 22 Million Households**
People who actively shop for jewelry and accessories online or shop in-person at jewelry stores

**Cosmetics · 67 Million Households**
People who visit beauty supply stores, shop online for cosmetics, and watch makeup tutorials

**Shoppers Children’s Clothing · 45 Million Households**
People who purchase children’s clothing online or in-store

**Trendsetters · 16 Million Households**
People who have shown an interest in trendy clothing and accessories
CTV · Technology

Sample segments include:

**Web Design and Digital Art** · 24 Million Households
People who research and watch how-to videos about web design and digital art

**TVs** · 22 Million Households
People who are researching the latest TV or have purchased a TV recently

**Electronics and Gadgets** · 84 Million Households
People who are early technology adopters or frequently purchase electronics and gadgets

**Computers and Software** · 26 Million Households
People who are in-market for a new computer or computer software

**Home Audio and Video** · 57 Million Households
People who purchase audio and video items for their home or business
CTV · Travel

Sample segments include:

**Vacation Travel** · 60 Million Households
People who have declared they travel for leisure or have recently researched vacation options

**Frequent Travel** · 28 Million Households
People who are frequently shown in multiple locations in one month or have self-declared high travel frequency

**International Travel** · 17 Million Households
People who have booked international flights online

**Cruise Travel** · 52 Million Households
People who have purchased a cruise package on their credit card or have recently researched cruise options

**Winter Holiday Travel** · 12 Million Households
People who research winter holiday destinations
CTV · Viewership

*Sample segments include:*

**TV Binge Watchers · 6 Million Households**
People who have recently consumed multiple episodes of the same show in one day

**Light TV Viewers · 6 Million Households**
People who have declared that they typically watch TV one to two days per week

**CBS Viewers · 5 Million Households**
People who tune in to CBS or have downloaded the CBS app

**Disney+ Viewers · 4 Million Households**
People who have downloaded the Disney+ app or have stated that they subscribe to Disney+

**HGTV Viewers · 4 Million Households**
People who tune in to HGTV or have downloaded the HGTV app
Activate CTV Audiences Today in Your DSP or SSP

Lotame’s CTV audiences are available in 50+ platforms today. Tap into our data expertise for custom audiences and consultation on conquering CTV.

Via DSP

All of Lotame’s audiences are addressable today on CTV inventory in major buying platforms. Activate existing audiences or reach out for custom requests.

Via SSP

Preferred audiences + Preferred inventory = Preferred deals

Empower your media buying with Preferred Deals. Get greater control, flexibility, and transparency at scale, across screens. No cookies required.

View our complete list of Partners and Integrations ➔
Contact Us Today
Learn more about engaging your next best customers and ask us about avails in other markets.

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