

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.

KFC Sees Success with Lotame's CTV Audiences

- 1.15 Million Uninterrupted Views
- 97% Video Completion Rate
- 470,000 Impressioncreating

[See the Results](#)

KFC

Find Your Audience on CTV



CTV Demographics



CTV Viewership



CTV Interest + Intent



CTV Custom

CTV · Automotive

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



CTV · Business

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



CTV · CPG

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



CTV · Demographics

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



CTV · Food & Beverage

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

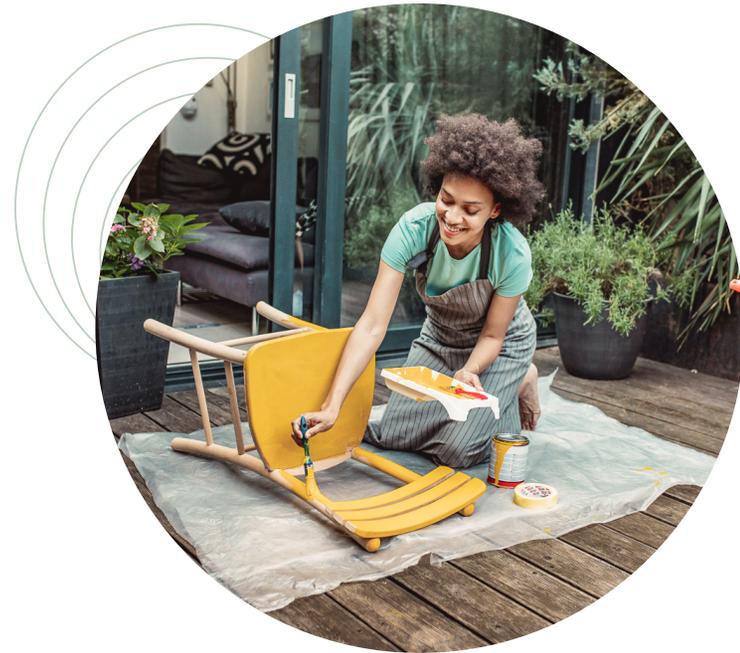
People who purchase home decorating items online or shop in-person at home decor stores

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



CTV · Sports

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

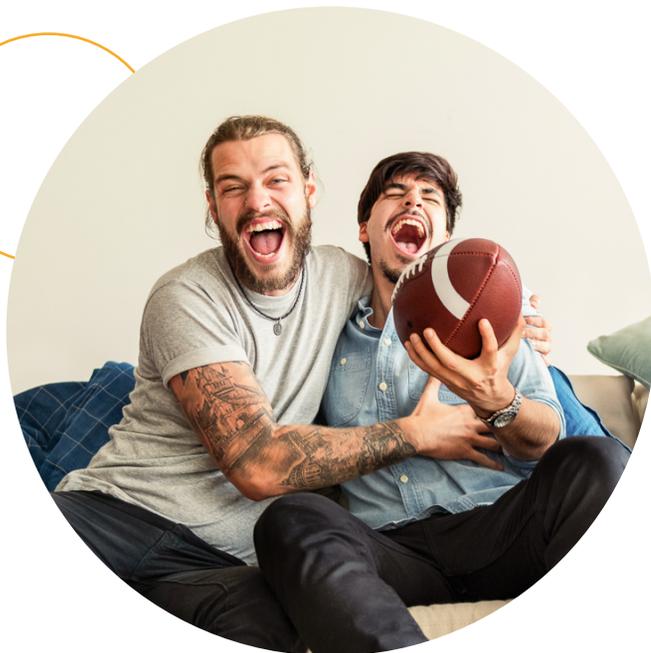
People who visit fantasy sports sites

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

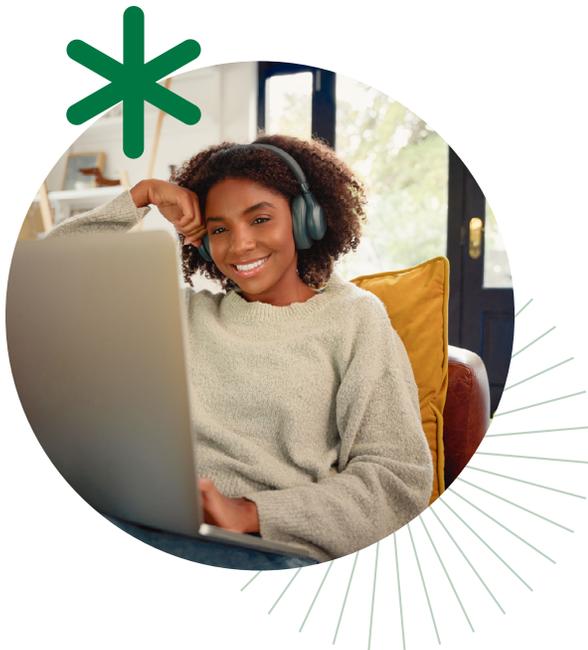
People who tune in to CBS or have downloaded the CBS app

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 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.

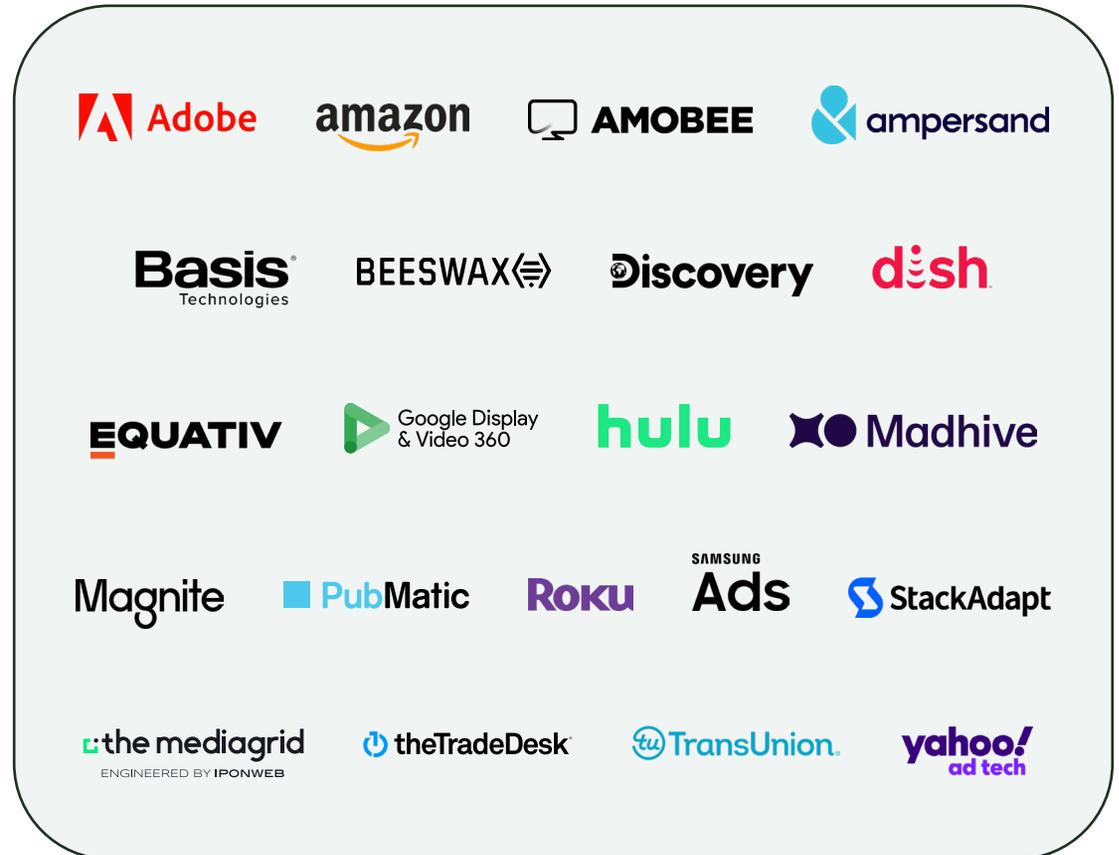
Via DSP

All of Lotame's audiences are addressable today on CTV inventory in major buying platforms. Activate existing audiences or [reach out](#) for custom requests.

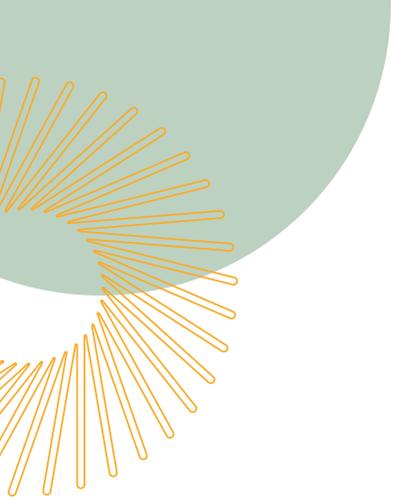
Via SSP

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.



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