



SOURCE OF DATA

Vibrant Media offers first party contextual interest data across premium publishers for all web platforms and devices.

DEVICE COVERAGE

Cross-Platform (Desktop, Mobile, & Tablet)

CORE VERTICALS

Automotive, Tech, Travel, Food & Drink, Home & Garden, Health, News, Business & Finance, Entertainment, and Lifestyle

REGION AVAILABILITY

Global (Top Geo's: US, Canada, UK, DACH, EMEA)

MODELED DATA

No

Vibrant Media Inc is a leader in contextual marketing, offering hyper-relevant advertising across a global network. We partner with advertisers and publishers to deliver highly viewable, brand safe advertising to the right audience at the right moment. Vibrant's user-initiated ad formats and unique content-driven targeting ensures you are connecting with the most valuable potential consumers in key markets.

KEY HIGHLIGHTS

Vibrant takes pride in their unique ability to deliver relevant advertising experiences to users while they are actively reading and engaging with content. These experiences can be targeted based on users' interests, language, and location, while being driven by our real-time contextualization keyword technology. Vibrant's data is gathered from these interactions and interests via exclusive contextual relationships with publishers.

CONTACT

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TOP SEGMENTS



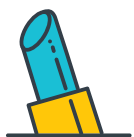
AUTOMOTIVE

Users interested in transportation-related content including air, land, sea, commercial, brand-specific, and pre-owned vehicles.



HEALTH

Users interested in health-related content including behavioral health, diet & fitness, diseases, health services, men's health, wellness, and women's health.



LIFESTYLE

Users interested in lifestyle-related content including blogs, beauty, fashion, green living, shopping, skincare, and weddings.



NEWS

Users interested in news-related content including current affairs, local news, politics, sports, and weather.



TECHNOLOGY

Users interested in technology-related content including computers, consumer electronics, gaming, green technology, operating systems, and telecommunications.