



Media Source  
SOLUTIONS

# Connected TV Data



## Target consumers at the household level with CTV IDs

Are you looking to tap into in-home entertainment and target consumers at the household level when they are most engaged? Then look no further than CTV!

With Media Source Solutions, you can select by IDFA to make sure you are targeting the audience that best fits your needs.

We can create a custom CTV audience for your specific needs, filtering by demographics and household behaviors including:

- Ethnicity
- Homeowner Status
- Household Income
- Location
- Marital Status
- Pet Owner
- Presence of Children

Our demographic and household behavior data is regularly validated by Truthset. Thanks to our extensive cross-validation process with 5+ touchpoints, they have found our data is be among the most accurate when compared to other leading data providers.

Our CTV IDs can be delivered to your choice of platform. Simply get in touch with us today to discuss your upcoming campaign.

## Why CTV?

- *Extensive Reach*  
90% of U.S. consumers have access to a connected TV
- *High Engagement*  
On average 8B hours of content is streamed on CTV devices in the U.S. a month
- *High Purchase Intent*  
82% of DTC shoppers take action after seeing an ad on CTV



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