

Target consumers at the household level with **Connected TV IDs**

CTV IDs are the hottest way to tap into in-home entertainment and target consumers at the household level when they are most engaged. You literally have a captive audience!

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

Our CTV IDs are available with:

- MAIDs
- Cookies
- IP address
- Device ID



Why choose CTV IDs for your next campaign?



Extensive Reach

90%

of consumers have access to a connected TV



Highly Engaged Consumers

8 billion

hours of streamed content on CTV devices a month



High Purchase Intent

82%

of DTC shoppers take action after seeing an ad on CTV

Increase your reach and start engaging consumers across CTV & OTT!

If you're ready to dive into the world of CTV, talk to us for advice and recommendations.



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