

Expand your audience

with Media Source Solutions' Lookalike Modeling

Perfect for campaigns on MVPD, OTT, CTV and other digital channels, our Lookalike Modeling solution enables you to expand your audience and increase your reach.

How does it work?

We have a comprehensive range of PII data points including demographic and behavioral data with which we can create a lookalike model as close to your target audience as possible.

Demographic Data Points

- Age / Gender
- Homeowner
- Ethnicity
- Geography
- Income
- Marital Status
- Presence of Children
- Pet Owner

Behavioral Data Points

- Form Fills
- Browser Activity
- Household Expenditures
- In-Market Shoppers
- Online Registrations
- Purchase Behavior



Build Your Ideal Lookalike Model

72 hrs

How long it takes for us to build your lookalike model

2000

The number of PII data points that contribute to your model

Get started with lookalike modeling today!



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