

Custom TV Segments

Reach custom, granular audiences based on TV viewership behaviors.

OVERVIEW

With **Custom Comscore TV Viewership audiences**, buyers can create custom TV audience segments using Comscore's expansive TV footprint of 70 million TVs in more than 40 million households in the United States. These segments help marketers build on TV advertising with strategic digital follow-up to reach viewers of specific advertising and improve competitive share of voice by targeting competitors' audiences. The audiences also support brands with reaching an audience based on specific series or telecasts viewership.



EXAMPLE USE CASES



LIVE EVENTS/TELECASTS

Reach those who have tuned into a live TV telecast.



AD EXPOSURE

Target or suppress those who have viewed a brand's linear TV ad (or a competitor's ad).



TV PROGRAMS

Reach those who have watched certain TV shows or networks.

PROCESS TO CREATE CUSTOM TV SEGMENTS

COMSCORE ASKS FOR THE FOLLOWING INFORMATION IN ORDER TO DETERMINE FEASIBILITY:



Segment type

Ad Exposure, Series/Program Viewership or Live Event



Campaign dates



Campaign estimated impression volume or budget



Audience definition

Provide specific telecast or event name
Provide advertiser/brand for ad exposure
Provide series name



Agency/advertiser



Platform the audience segment will be activated in

Custom TV Segments

Why Comscore

Compared to other solutions in the market that rely on Smart TV or Automatic Content Recognition (ACR) data, Comscore’s TV Segments provide key advantages:

	SMART TV OR ACR-POWERED SOLUTIONS	COMSCORE TV ACTIVATION
Number of Data Sources	Single data source solutions can result in skewed or biased reporting and segments	Multiple data sources prevent any singular bias or data volatility
Measurement Footprint	A limited footprint that is not geographically representative provides insufficient coverage	An expansive footprint, the largest in the industry, covers 99% of U.S. ZIP Codes
Audience Representation	Measurement reliant on Wi-Fi can skew towards more affluent households, resulting in biases	Representative data ensures segments do not skew towards affluent households
Data Hygiene Practices	Lack of stringent data hygiene practices can make it difficult to account for noise in reporting	Stringent data hygiene practices are applied to ratings solutions to ensure quality

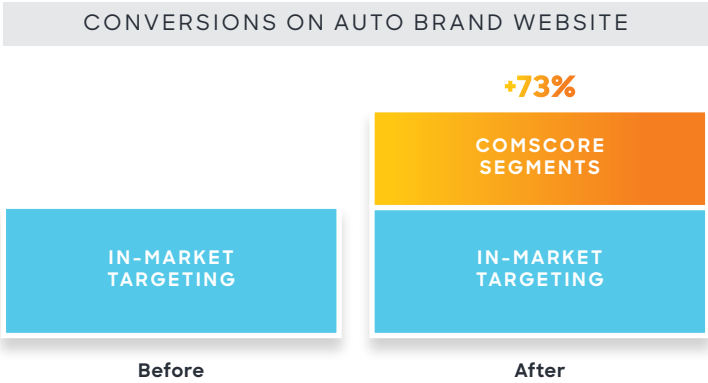
Proven Results

CHALLENGE:

A leading auto brand seeking to improve lead generation with a cross-platform campaign used Comscore’s segments to strategically reach its TV audiences across digital with a unified, impactful message.

RESULTS:

Qualified leads received via the auto brand’s website improved by 73% on top of in-market targeting alone, and the brand reduced its cost per lead by 46%.



Ready to learn more?

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or visit comscore.com/contact