Amplify your TV reach with ShareThis Proprietary Data

In partnership with LiveRamp, leverage ShareThis data as a key extension of your DV360 targeting capabilities on Connected TV, offering the right mix of scale and accuracy based on real-time online behavior.

Reach your CTV audience with precision

- **Off-the-shelf**
  - Seamlessly reach viewers based on 1,000 standard audience tailored to your category, product or service.

- **Advanced**
  - Customize your Audiences to any targeting objective based on keyword engagement or URL/site visitation.

Why ShareThis 1st Party Publisher Data

ShareThis owns the largest independent source of real-time behavioral data on the open web, capturing over 18 billion events including page views, searches and social shares each month. Sourced from over 3M global websites, the data is a representation of current consumer interest and intent, which can effectively broadens your CTV reach online.

- Privacy compliant
- Proprietary
- Real-time

Activate based on your targeting preferences

- **Vertical**
  - Amplify reach among users across all verticals with ShareThis vertical audiences, or build custom audiences tailored to specific vertical targeting objectives.

- **Campaign objective**
  - Go beyond standard demographic targeting to reach the right users based on engagement with your brand, articles about your brand, or build conquering segments based on your competitive set.

- **URL Signals**
  - Build custom ShareThis Audiences and target users based on their engagement with key websites, with access to audience sizing information.

Visit sharethis.com/data for more information about ShareThis Audiences