

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.



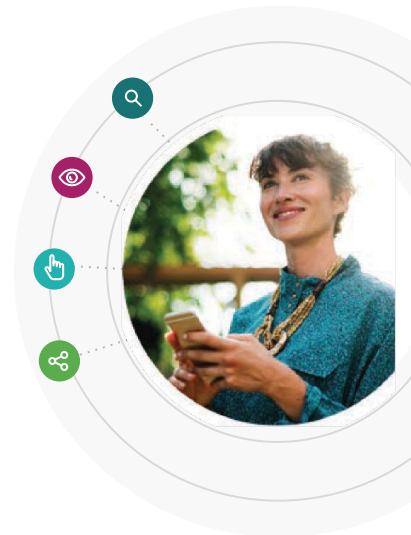
Advanced

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 conquensing 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.