

digiseg

Digiseg Audience Data

*Tracking-free targeting built
on neighborhood cohorts.*

Why Digiseg?



Massive scale – approx. 70%
of impressions segmented



Tracking-free, no PII/personal
data, cookie-less



50+ Countries, universal
taxonomy



Omni-channel: CTV, audio,
video, display, native



475+ Audiences: household-based
segments

Start Targeting Smarter Today.

support@digiseg.io | digiseg.io

Where to find us

adform

theTradeDesk

PubMatic

Index
Exchange

Basis
Technologies

OpenX

Microsoft
Advertising

EQUATIV

Brands succeeding with Digiseg



BOSE



IKEA

Carlsberg

Miele

Award winning performance

TheWires
Awards2025
by ExchangeWire

The Drum
Awards

iab.
mixx

TheWires
Awards2024
by ExchangeWire

Key verticals

Auto
Finance
Insurance
Telecom
Consumer electronics/technology
Travel
Education
Energy and utilities
Healthcare
CPG/FMCG
Home and Garden
B2B (company size only)

