Demo Performance

Comscore Demographic Segment Performance

Comscore has the top performing demographic audiences in the market based on performance testing from major advertisers and platform partners. The following show the results of a recent performance test that a client conducted and shared with Comscore. The client tested Comscore demographic segments versus all other demo providers in that marketplace. The results include performance across four different target audiences.

Test Results (Measured in Nielsen DAR)

Provider	M25-34	F25-34	F55+	M55+
Comscore	25.4%	25.48%	47.64%	39.71%
Provider 1	12.9%	16.72%	39.47%	31.73%
Provider 2	11.9%	17.58%	33.96%	25.08%
Provider 3	11.7%	13.62%	36.09%	26.05%
Provider 4	11.4%	15.46%	39.82%	28.49%
Provider 5	9.1%	11.24%	N/A	18.40%
Provider 6	8.4%	10.58%	39.33%	28.88%
Provider 7	7.8%	11.47%	38.86%	21.68%
Provider 8	7.5%	9.44%	25.41%	21.24%
Provider 9	7.1%	9.64%	31.96%	21.17%
Provider 10	7.0%	9.18%	30.99%	18.60%
Provider 11	6.7%	9.42%	27.72%	23.80%
Provider 12	5.3%	8.60%	28.92%	20.82%
*Internet Composition**	8.3%	8.0%	15.0%	13.3%

Source: Comscore Media Metrix