



Data Sheet

Unlock Precision at Scale with Cotality Syndicated Audiences on LiveRamp

Reach the Right Audience Today

Cotality's syndicated audiences on the LiveRamp platform empower marketers to activate high-intent, property-based segments with unmatched precision. Built from real-world data signals and enriched with behavioral and transactional insights, our audiences are engineered to drive performance across every stage of the customer journey.

Why Cotality + LiveRamp

Real-World Relevance

Our audiences are grounded in verified property and location data—like new homeowners, pre-movers, and equity loan seekers—ensuring your campaigns reach consumers at pivotal life moments.

Speed to Activation

With seamless ingestion into LiveRamp and syndication to DSPs like The Trade Desk, DV360, and Yahoo, your campaigns can go live faster and smarter.

Proven Performance

Our segments are optimized for ROI, with closed-loop attribution via Nielsen and TransUnion, and performance tracking built into every activation.

Smarter Segmentation

From granular home exterior profiles to inferred mover signals, our taxonomy is designed to support advanced targeting strategies and custom audience builds.

99.7%

Cotality data collected
directly from source

99.9%

US properties covered by
Cotality data

Largest AI-driven
US database, built on

40 years

of data

Built for Collaboration

We partner closely with LiveRamp to ensure you have access to the most timely and relevant property and location data in each segment.

Audience Categories Include:

- New Homeowners & Pre-Movers
- Home Value
- Lot Size
- House Size
- Available Home Equity
- Property Investors & Equity Loan Seekers
- Foreclosure & Auction Status
- Home Exterior Types (Brick, Stucco, Siding)
- Building Permit-Based Behavioral Segments

Activate Across Channels

LiveRamp's Data Marketplace enables activation across social, display, CTV, and more—so you can meet your audience wherever they are.

Custom Audiences

Ready to elevate your targeting strategy? Contact us to explore our full data catalog and learn how Cotality can help you build custom audiences that increase the performance of your next campaign.



Achieve outcomes that drive your business forward with high quality data and deep expertise behind every input and output