Demographic data that delivers

Whether you want to tap into the power of Verizon Media’s proprietary demographic data, or opt for validated 3rd party solutions, we offer a flexible approach to ensure your messages reach your desired age/gender target across devices.

The Verizon Media difference

Verizon Media understands that in order for a brand message to be effective it needs to be relevant. Our accurate demographic targeting ensures you reach the high-value audiences you intend to.

- Highly accurate: Validated and proprietary sources you can trust
- Flexible: Demographic solutions to drive results across KPIs
- Optimization: Automatic optimization ensures campaigns reach their intended audience
- Cross device scale: Reach scalable audiences across devices fueled by Verizon Media’s identity graph

Demographic solutions

Our integrated platforms enable brands to leverage audience data from multiple sources allowing for a comprehensive approach to engage the people that matter most.

1st party data sources

Verizon Media demographic data

What it is: A new classification of demographic audiences built from unique, validated data from Verizon Media, Yahoo Mail, mobile carrier data and other deterministic sources.

When/how to use it: Available in our DSP, Verizon Media’s proprietary age/gender segments are great options for cross-device campaigns that need verified mobile data at scale.

Microsoft demographic data

What it is: Deterministic profile data from services such as Skype, XBOX, Outlook and more.

When/how to use it: Available through private marketplace deals in our DSP, Microsoft’s demographic targeting should be used to reach highly engaged audiences on Microsoft, MSN, and AOL O&O inventory.

3rd party validated data sources

Nielsen DAR/mDAR

What it is: Nielsen validated demographic audience segments for use in video campaigns across device.

When to use it: Integrated directly into the DSP interface, Nielsen’s granular demographic segments are a great for video buyers looking to benefit from Nielsen forecasting, targeting, measurement, and reporting across desktop and mobile web/in-app.

comScore vCE

What it is: comScore validated demographic audience segments for use in desktop video campaigns.

When to use it: Integrated directly into the DSP interface, comScore demographic segments are a great for desktop video buyers looking to benefit from comScore forecasting, targeting, measurement, and reporting.