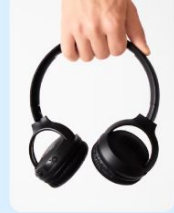


Quantcast

Your Connection to Today's Consumers

Everyone's Online, All the Time



Not only is CTV the #1 way in which Americans access content on TV screens, over **50% of U.S.** adults are now *only* reachable in digital streaming environments.*

This means that to truly succeed, digital media buyers must be *everything* buyers – everything from CTV to performance.

Did you know?

94%



of viewers hold a smartphone while watching TV and streaming video**

Finding Focus in the Fragmentation



Today's digital landscape may look fragmented, but what if that was an *opportunity*? Buy the audience you want – not just shows they watch – with our unparalleled access to real-time data that connects the online world to everyday lives, giving you a holistic view of consumer behavior.

Combine our AI-powered performance display with CTV, OLV, and native formats to reach your audience at awareness and consideration points.

Leverage our in-house team of programmatic experts, or take control in our platform yourself, to activate on the biggest screen in the house – and every other screen.

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* Source: Samba TV, Feb 2023

** Source: Facebook IQ, Jul 2017

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How We Can Reach Your Missing Audiences

While others contend with crumbling third-party cookies, Quantcast offers cookieless targeting strategies anchored in advanced mathematics and powered by AI to extend your audience reach in a respectful, privacy-compliant, and effective manner across display, OLV, and CTV – with real-time measurement and optimization.



Ready to connect with your consumers of today... and your audiences of tomorrow?

[CONTACT US](#)

To learn more and get started.

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