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.

* Source: Samba TV, Feb 2023
** Source: Facebook IQ, Jul 2017
Ready to connect with your consumers of today… and your audiences of tomorrow?

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.

CONTACT US

To learn more and get started.