

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.

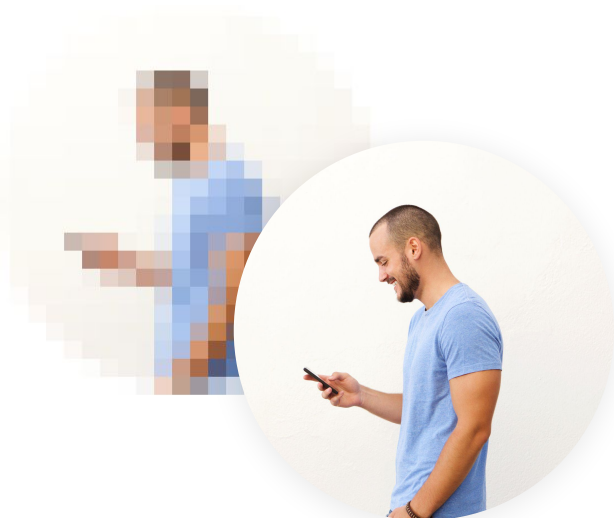
Did you know?

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 Help You Connect With Consumers Wherever They Are

From the biggest screen in the house...

Reach upper-funnel prospects using your brand's first-party data or Quantcast segments, built from deterministic digital data.



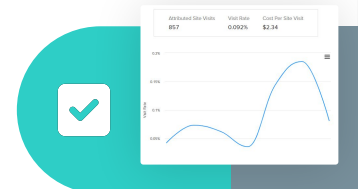
... To any screen

Guide leaned-in consumers down the funnel with our cross-channel targeting strategies.



Measure the impact of your investment

Quantcast's cross-channel reporting suite leverages the power of today's technology to measure, understand, and optimize your campaign in real time.



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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