experian™

TV Audiences

Aligning audiences with consumer media usage habits

Experian, in collaboration with the Advertising Research Foundation (ARF) and its DASH TV universe study, has created an innovative solution for marketers and advertisers to support campaign optimization based on consumer media usage habits.

Experian's newest targeted solution to strengthen your TV audience buying

Television viewing behavior has undergone a massive transformation, making it challenging for advertisers to reach their target audiences and optimize frequency. DASH unlocks consumer television viewing behaviors through its unbiased, nationally projectable data set. Pairing DASH and Experian data generates audience segments that allow you to pair your advertising campaigns to target consumers based on their TV and digital media consumption habits and device usage behavior.

How do we make DASH audiences – and why?

By combining the ARF's DASH data set with ConsumerView^{SM}, we developed one-of-a-kind TV audiences that reflect how viewers interact with TV and digital devices. We have created this resource so our customers can align their marketing campaigns with media usage. These audience segments also yield insights that help marketers reach their audiences with the right messages and content.

Targets identified from DASH survey responses →	Targets appended with demographic, geo-demographic, and behavioral elements from Consumer View →	Consumer View used to analyze the data and unlock insights →	Audience models built and tested →	Final audience segments built and published on digital platforms ✓

Available audiences to advance your digital and TV ad campaign strategy

With our new TV audiences, you can target viewers with precision, accuracy, and confidence, enabling you to maximize your marketing efforts. We are excited to offer these new segments and look forward to continuing our work with the ARF to develop new segments and resources that help you connect with and manage your target audiences.

TV usage and viewing behavior audiences

- Ad avoiders (including extreme ad avoiders)
- Ad acceptors
- Co-watchers
- Co-watchers with children
- Co-watchers without children
- Solo watchers
- TV enthusiasts – paid tv high spenders
- Viewing device type – screen size - small
- Viewing device type – screen size - large

TV set ownership audiences

- Brand owners – LG
- Brand owners – Samsung
- Brand owners – Sony
- Brand owners – Vizio
- Brand owners – brand loyalists

Suggested use cases
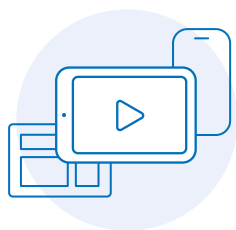
Mixed media optimization for hard-to-reach consumers

Example - Complement your TV campaigns by targeting ad avoiders with other media (e.g., mobile and open-web display) to ensure you reach them with sufficient frequency.

Targeting consumers with high interest and propensity to buy

Example – By targeting TV enthusiasts, a streaming service could support a campaign to promote a new show with high-quality special effects, emphasizing that the new show is exclusively available on the streaming platform and showcases the latest technology and features that enhance the viewing experience, such as 4K picture quality and immersive sound.
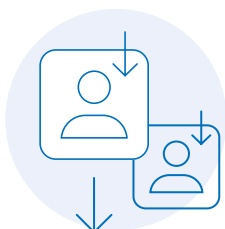
Suppression targeting of low-interest consumers

Example - A theme park could choose to suppress audiences for solo TV watchers. This would remove wasted spending for viewers who are less likely to engage with their marketing campaign, instead maximizing the spending for audiences such as co-watchers with children who find the ad most relevant.

Our DASH audiences can be found on the shelf in your demand-side platform of choice for easy accessibility, with availability across all offline and online channels. Connect with us to learn more.