

# CTV Data Feed:

## Transform Your CTV Strategy with Comprehensive Viewing Intelligence

CTV has rapidly emerged as a critical advertising channel, yet many marketers struggle with the fundamental challenge of measurement. Our CTV data feed solves this problem by providing a comprehensive stream of anonymized viewing behavior, engagement metrics, and cross-device linkages that enable true attribution and audience insights at scale.

## Beyond Walled Garden Limitations

Traditional CTV measurement is fragmented across publisher-specific environments that limit visibility and cross-platform attribution. Our data feed operates *independently across the entire CTV ecosystem*, delivering a unified view that connects viewing behavior to real-world outcomes. This neutrality provides marketers with the complete picture needed for accurate attribution and ROI measurement.

## Powerful Integration Capabilities

### Exposure-to-Outcome Attribution

Connecting ad views to purchases, app downloads, or website visits for clear ROI.

### Cross-Device Journey Mapping

Linking household CTV exposure to mobile and web behavior for a holistic view.

### Location-Based Attribution

Correlating ad exposure with physical store visits to measure real-world impact.

### Audience Segmentation

Building detailed audience profiles based on actual viewing patterns and content preferences.

## Privacy-First Design

Our solution is built on privacy-safe methodologies that maintain consumer trust while delivering actionable insights. All data is anonymized and aggregated, with no personally identifiable information (PII) retained in the process. This approach ensures compliance with evolving privacy regulations while still providing the scale needed for meaningful analysis.

## Ideal for Decision-Makers Across the Advertising Ecosystem

The CTV data feed delivers specific value to key segments including advertising agencies seeking attribution solutions, ad tech platforms requiring comprehensive data inputs, streaming platforms looking to enhance audience insights, national brands demanding ROI validation, and location-based marketers connecting digital exposure to physical outcomes. When integrated with your marketing technology stack, our CTV data feed becomes a powerful driver of campaign optimization, audience development, and cross-channel strategy – transforming how you measure, attribute, and optimize connected TV investments.