



High-Response Audiences for Connected TV Campaigns

Target Your CTV Advertising with Greater Accuracy

Connected TV (CTV), Over-the-Top (OTT) streaming, and other video platforms offer great programmatic advertising opportunities, enabling you to reach your ideal audience across multiple screens.

But as with other programmatic channels, **the best results in CTV depend on accurate media targeting to the right audience.** This is where Wiland leads the way.

The Best Data. The Best Audiences. The Best Results.

Wiland audiences offer you the best performance in your CTV advertising campaigns. Built using the largest set of individual-level consumer spending and interest-intensity data and AI-driven predictive analytics, Wiland audiences enable you to reach people uniquely ready to respond to your ads.



Better Response Rates



Lower Customer Acquisition Costs



Higher Return on Ad Spend

Audiences Fueled by Wiland's Superior Data and Analytics



Trillions of continuously refreshed individual-level spending signals from **millions** of merchants and brands

- ✓ Social Media Engagement Data
- ✓ Demographics & Psychographics
- ✓ Lifestyle & Interest Data



AI-Driven Identity Resolution & Response Prediction Platform



Responsive Audiences of People Ready to Spend

Whether you are running standalone digital campaigns or integrated multichannel advertising programs, Wiland has the audiences to help you **reach more of the right people and achieve superior CTV advertising results.**

Custom Audiences

Each of your CTV campaigns has unique objectives, and we can help you hit your KPIs with custom-modeled audiences crafted uniquely for your brand. Modeled for both immediate response and high long-term value, our audiences help you reach people who will respond to your campaigns now and remain loyal customers.

Ready-to-Deliver Audiences

Wiland's 2,400+ pre-built segments cover hundreds of niche categories and represent the widest selection of precisely targeted audiences available to CTV advertisers. While typical syndicated segments rely primarily on demographic data, **Wiland audiences are fueled by real consumer spending data—the best predictor of future spending behavior.**

We can immediately deliver these audiences to Facebook or your DSP or platform of choice. **They are also available for immediate activation at leading platforms, including:**

VIAANT.

 **theTradeDesk**

/LiveRamp

 **eyeota**


Google Marketing Platform

 **LOTAME**

 **PersonaBuilder**

Wiland PersonaBuilder™

Looking to create custom CTV audience segments in house? Our powerful persona creation tool makes it fast and easy to create detailed customer and prospect personas and immediately convert them into high-performance digital audiences. With PersonaBuilder, you also learn what your customers truly care about, what they watch, and how they spend beyond their interactions with your brand.

Ready to Achieve Your Best CTV Campaign Results?

The Wiland team is here to help. Reach out at [✉ info@wiland.com](mailto:info@wiland.com) to begin the conversation with our CTV experts. Learn how we can give you the competitive advantage you need to achieve your advertising goals.