

Make the Most of Connected TV

With our TV audiences, you can reach 90% of all addressable CTV households in the US

CTV advertising is a highly effective way to target consumers at the household level when they are at their most engaged. CTV consumption is on the rise, and the COVID 19 pandemic has only served to speed up this trend. Among US marketers with digital video in their media budgets, 60% are planning to shift ad dollars from linear TV to CTV and OTT this year.*

At Ameribase Digital, we provide marketers with superior coverage for their CTV campaigns, reaching 90% of all addressable CTV households in the US. Our CTV IDs can be delivered to your choice of platform, in your own language, for quick and easy integration.

*IAB, November 2020.

Coverage of CTV ID device types:

- Roku: 47%
- Samsung: 13%
- Amazon Firestick: 13%
- AppleTV: 3%
- Other: 20%

Custom CTV Audiences

As well as offering on-demand CTV audiences, we can create a custom CTV ID for your exclusive use within 72 hours, filtering by:

- Demographics
- Engagements
- Interests
- Location
- Viewed Content



Ready to get started?

Contact us directly via the details below to discuss your data needs.

For recommendations or custom queries, contact:

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