Reach valuable audiences powered by Comscore’s expansive data scale and trusted data science

**OVERVIEW**
Comscore Activation™ provides a rich set of Audience Personas to help marketers and media companies amplify campaign exposure across platforms and drive greater marketing impact among valuable audiences. Available in leading ad tech platforms, these Personas are powered by Comscore’s unmatched expertise in unifying billions of datapoints from our expansive cross-platform assets – which includes our one-million-person digital panel, extensive digital census network, 60 million TV set-top box dataset, and our Total Home Panel™.

**AVAILABLE PERSONAS***
Available personas include sports fans, seasonal audiences, political audiences and more.

**ADVERTISING STRATEGIES**
- **AFFINITY TARGETING**: Target specific fan groups – like football or award show fans – instead of relying on broad targets or assumptions.
- **SEASONAL MARKETING**: Capitalize on recurring events, like back-to-school shopping or political elections, with seasonal personas.
- **REACH EXTENSION**: Strategically extend campaigns to reach niche, high-value audiences, including cord cutters, Hispanic audiences and young moms.

*Full list on back
Available Personas

**SPORTS FANS**
- Football (American)
- Baseball
- Basketball
- Stock Car Racing Fans
- Womens Soccer Fans

**SEASONAL**
- Awards Show Fans
- Back To School Shoppers
- Holiday Online Shopper
- Holiday Online Shopper - Dads
- Holiday Online Shopper - Households with Children
- Holiday Online Shopper - Moms
- Holiday TV - Cartoons and Kids Specials
- Holiday TV - Classics
- Holiday TV - Music Specials

**POLITICAL**
- Conservatives
- Liberals
- Moderates

**SELECT AUDIENCES**
- Cord Cutters
- Spanish Language TV Watchers
- Young Moms

To learn how Comscore can help you make business decisions with confidence, contact your Comscore representative or email learnmore@comscore.com.