

# AUDIENCE INTELLIGENCE

## FAST FACTS

Over a thousand consumer audience attributes available, including:

- **Comcast** first-party data
- **Experian** demographic
- **Polk** car registration, dealer loyalty, purchase predictor

Sample audience attributes include:

- Automotive ownership (or in-market for a new vehicle)
- Age/Gender
- Child Presence/Age
- Education/Occupation
- Mortgage/Loan/Insurance
- Mosaic Segmentations
- Purchase behaviors
- Education/occupation
- Marital status
- Household size
- Magazine subscriptions

## Overview

Audience Intelligence from Comcast Spotlight combines rich consumer insights and household-level ad exposure data in the local TV marketplace. The platform is designed to deliver increased accountability through the introduction of audience-based Planning, Reporting, and Analytic resources that move the industry beyond the limitations of traditional age/gender performance metrics and methodologies.

## Campaign Planning, Reporting and Analytics

**Audience Intelligence** Planning combines local commercial ad exposure with rich consumer data to identify those networks and dayparts that deliver optimal audience delivery.

**Audience Intelligence** Reporting provides post-campaign target audience delivery metrics such as Impressions, Reach, Frequency, and Unduplicated Reach.

**Audience Intelligence** Analytics delivers optimization insights by network and daypart in order to improve the efficiency of future investment.

## Current Audience Intelligence Footprint

