

How You Can Leverage Audience Data to Attract Advertisers in an Evolving Ecosystem

Global lifestyle changes and shifting consumer behaviors are impacting ad category spend

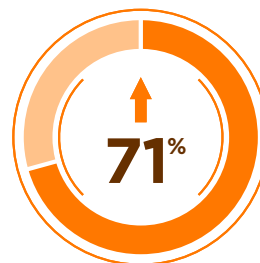
The ongoing pandemic has greatly impacted people's daily routines around the globe. With restrictions on social gatherings in place and events like professional sports, concerts, and live television broadcasts being canceled, consumers have had no choice but to alter their leisure activities.

At SpotX, we've seen this shift in behavior reflected in the redistribution of ad category spend. While overall viewership has increased substantially, ad spend in categories such as sports, travel, and real estate have declined. On the other hand, there's been a significant increase in spend from brands wishing to capitalize on the shift in behavior.

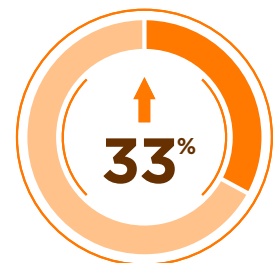
These advertiser categories are spending **more**:



HOBBIES & INTERESTS

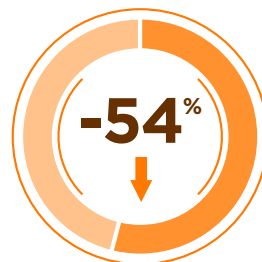


HOME & GARDEN



HEALTH & FITNESS

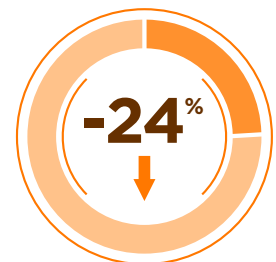
These advertiser categories are spending **less**:



REAL ESTATE



CAREERS



AUTOMOTIVE

Source: SpotX Platform (May 21 - May 27 compared to March 5 - 11), categories are based on IAB categorization.

Below is a list of audience segments from a selection of our leading DMPs that we recommend utilizing to help your team improve ad revenue during these unprecedented circumstances. With SpotX's Audience Management Engine (AME), you can easily select audience segments to sell to advertisers or you can work directly with our Demand Facilitation team to source demand for your inventory. We will continue to keep you informed with segment recommendations throughout the duration of this pandemic.

Category	Tru Optik Audience Segment	LiveRamp Audience Segment
Beauty	Care Buyer Health & Beauty Online Drug Store or Pharmacy Shoppers	Cosmetic & Beauty Lovers Cosmetic Store Shoppers Cosmetics Category Buyers
Education	Career Online Students Distance and Online Education	Self Improvement Online Online Education Interest Online Education
Family & Parenting	Presence of Kids	Presence of Children Parents with Toddlers
Financial Services	Personal Finance Most Likely to Apply for an Auto Loan Financial Planning Insurance	Large Families Seeking Financial Advice Credit Cards Personal Finance Credit Products and Services
Food & Drink	Cooking/Food Enthusiasts Cooking & Recipes Delivery and Take Out	Courier / Messenger / Delivery Services Grocery Store Delivery Shoppers
Health & Fitness	Health & Fitness Health, Wellness and Fitness Health and Fitness	Health & Fitness Apps Hand Sanitizers
Hobbies & Interests	Gamers Hobbies and Interests Sports Enthusiasts Hobbies	Hobbies and Entertainment Hobby/Craft Store Crafts and Hobbies
Home & Garden	Do It Yourself (DIY) Home & Garden Home and Garden Lawn and Garden	Regular Buyer Gardening
Technology & Computing	Computers Amazon Users Electronics and Gadgets Cord Cutters	Smart TV or Streaming Device OTT Streamers Computing/Home Office

Please note all of these segments are available for CTV, desktop, and mobile.