



Reach the Right Audiences on Any TV Platform

With Alliant Audiences matched deterministically at the household level to set-top boxes

Power your advanced TV campaigns with Audiences from Alliant – crafted from billions of purchase transactions, demographic elements and lifestyle data.

Acquire. Enrich. Optimize.

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Advanced TV

Alliant Audiences are available for activation on all major ATV Platforms

Major TV Platforms & Consortiums

Comcast	Cox	Charter
DirecTV/AT&T	Dish/Sling	Altice
Verizon Fios	FreeWheel	Hulu
Roku	NY Interconnect	Cadent
Discovery	Warner Bros.	NBC Universal

Choose From Over 2,000 Syndicated Audiences

Verticals

- Auto
- Retail
- Media/Entertainment
- Travel
- CPG
- Financial Services
- Politics & Causes

Key Categories

- Brand & Product Propensities
- Demographics
- Purchase Behaviors
- Interest Propensities
- Consumer Payment
- Household & Movers
- TV Viewership
- Streaming Subscribers



Need audience support? Just ask.

Email: datahelp@alliantdata.com. Available 24/7

Audiences also available for targeting in other channels

Alliant is relied on by hundreds of agencies and brands every day.

Our Audiences are based on PII level transactions from 500+ DTC brands providing a unique, compliant view into consumer purchase behaviors, preferences and loyalty.

5 Years

Consumer Purchase History

2.5+ Billion

Purchase Transactions

7,500

Predictive Data Elements

225+

Data Sources

100 Million

Household Count

1.5+ Billion

Identity Graph Links



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Digital Audiences for Any Channel



Programmatic

Over 2,000 audience segments available on every platform across Mobile, Display, Video & OTT.



Social

Any Alliant Audience pushed to Facebook, Instagram, Twitter, Pinterest, Snapchat or LinkedIn.



Advanced TV

Go beyond programming & geographic linear TV buying to target the audiences you really want, at scale, on any ATV Platform.