

CTV ADVERTISING: MAXIMIZING REACH & EFFICIENCY



Who We Are

VentiveIQ provides comprehensive CTV and streaming viewership data across the USA and international markets, offering insights into audience behaviors, content consumption patterns, and advertising engagement.

CTV Trends that are Revolutionizing Market Dynamics

- Growing Viewership
- Interactive Ads
- Omnichannel Strategies
- Increased Ad Spend
- Advanced Personalization
- Programmatic Advertising

Key Features of CTV Viewership Data



Granular insights into CTV and streaming behaviors across major platforms.



Coverage across multiple EMEA, APAC, and LATAM markets.



US household-level data available for advanced audience segmentation.



Country-level viewership trends to analyse global content demand.



Real-time and historical trends for content consumption and ad interactions.



IP level insights from smart TVs, streaming sticks, and set-top boxes.



Daily, weekly, and monthly data cadences for flexible reporting and analysis.



We adhere to strict privacy standards, using secure and transparent methods to collect and analyze data.

VentiveIQ's CTV Pulse: Global and US Monthly Metrics

- CTV Viewership Data: (US Only)
 - Total Count: Approx. 55M
 - Unique IPs: Approx. 5M
 - Unique Device IDs: Approx. 12M
- CTV Viewership Data: International
 - Total IPs: Approx. 44M
 - Unique IPs: Approx. 15M
- Fields/Attributes Included:
 - Device IDs (US Only)
 - IP Addresses
 - Genres
 - Primary Genres
 - Sub-genres
 - Timestamp
 - And more



- Data Collection Process: Our CTV data is collected from various SDK's, streaming platforms, and OTT devices such as Roku and more.

Use Cases



Media Planning &
Ad Targeting



Audience Insights &
Content Strategy



Measurement &
Analytics



Ensuring Compliance in CTV Data Collection

VentiveIQ upholds the highest data privacy and compliance standards, employing secure and transparent methods to collect and analyze CTV viewership data. We comply with major regulations like GDPR, CCPA, and VCDPA, ensuring the utmost data accuracy and consumer privacy.

Contact Us



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