



THE POWER OF COOKIELESS TARGETING

Audience Segment Guide

Q1 2024

Pontiac Intelligence: Cookieless Audience Data Segments from ART

What is ART?

ART is Pontiac's *cookieless Audience Research Tool*. ART is the solution that delivers privacy compliant audience insights and targeting, while driving scale and performance.

Built using a combination of demographic and socioeconomic data sourced from US Census data and AI based contextual signals from across the web, ART data is indexed and mapped across all US Zip Codes to create scalable, privacy friendly segments that work across any digital channel, device, and platform.

Discover the right audience for your client using data and AI:

- 42K+ ZIP codes: we utilize the Census to map demographics & socioeconomic data by ZIP.
- Context Signals: AI contextual engine leverages browsing behavior as an indicator of interest & intent.
- 3 AI Engines: Pontiac implements AI engines to build audience profiles and images to best understand the right audience.

Why did we build these segments?

- The market needs reliable, cookieless segments for all media channels, especially CTV. With ART, we've built 200+ demographic and interest audience segments to replace 3rd Party Data (3PD) cookie-based segments.
- For any non-standard needs, we can create custom audience segments to match to whatever audiences targets you need to reach.

ART Audiences drive performance:

- CTR from ART Segments outperformed +16% vs. 3PD
- On average, ART segment CPMs were 60% more efficient vs. 3PD
- ART segments were 2x more effective at reaching Apple users across devices (66% with ART vs. 31% with 3PD)

Pontiac Offers Two Audience Targeting Options

200+ Out of the Box ART Audiences from Pontiac Intelligence Across Demographic and Interest

- Privacy safe, easy to activate, high performing
- Choose one or combine many



Age & Gender



Family



Income



Home Value



Education &
Employment



Political
Affiliation



Languages
Spoken



Transportation



Sports



Finance



Business



Health &
Wellness



Home &
Garden



Lifestyle



Travel



Automotive



TV Channels &
Shows



Custom
Content
Categories

Custom Audiences - Any Combination to Meet Your Targeting Needs

- Leveraging Natural Language Processing, custom audience segments can be created to build whatever audiences you need. Audience data can be exported into a targetable audience for use on all campaigns and media types.

Age and Sex

age and sex > age > 20 to 30 > Pontiac Intelligence ART
age and sex > age > 30 to 40 > Pontiac Intelligence ART
age and sex > age > 40 to 50 > Pontiac Intelligence ART
age and sex > age > 50 to 60 > Pontiac Intelligence ART
age and sex > age > 60 to 70 > Pontiac Intelligence ART
age and sex > age > 70 to 80 > Pontiac Intelligence ART
age and sex > age > 80 and over > Pontiac Intelligence ART

age and sex > males vs females > females > Pontiac Intelligence ART
age and sex > males vs females > males > Pontiac Intelligence ART



Education

education > education level > High school, no diploma > Pontiac Intelligence ART

education > education level > High school graduate > Pontiac Intelligence ART

education > currently enrolled > Enrolled in college, undergraduate years > Pontiac Intelligence ART

education > currently enrolled > Graduate or professional school > Pontiac Intelligence ART

education > education level > College, no degree > Pontiac Intelligence ART

education > education level > Associates degree > Pontiac Intelligence ART

education > education level > Bachelors degree > Pontiac Intelligence ART

education > education level > Graduate or professional degree > Pontiac Intelligence ART



Household Demographics

households > children present > children present > Pontiac Intelligence ART

households > children present > no children > Pontiac Intelligence ART

households > marital status > Divorced > Pontiac Intelligence ART

households > marital status > Never married > Pontiac Intelligence ART

households > marital status > Now married > Pontiac Intelligence ART

households > marital status > Widowed > Pontiac Intelligence ART

households > language spoken at home > English > Pontiac Intelligence ART

households > language spoken at home > Spanish > Pontiac Intelligence ART

households > language spoken at home > Other Indo-European languages > Pontiac Intelligence ART

households > language spoken at home > Asian and Pacific Island languages > Pontiac Intelligence ART

households > language spoken at home > Other languages > Pontiac Intelligence ART



Household Income

households > household income > Less than \$10,000 > Pontiac Intelligence ART
households > household income > \$10,000 to \$14,999 > Pontiac Intelligence ART
households > household income > \$15,000 to \$19,999 > Pontiac Intelligence ART
households > household income > \$20,000 to \$24,999 > Pontiac Intelligence ART
households > household income > \$25,000 to \$29,999 > Pontiac Intelligence ART
households > household income > \$30,000 to \$34,999 > Pontiac Intelligence ART
households > household income > \$35,000 to \$39,999 > Pontiac Intelligence ART
households > household income > \$40,000 to \$44,999 > Pontiac Intelligence ART
households > household income > \$45,000 to \$49,999 > Pontiac Intelligence ART
households > household income > \$50,000 to \$59,999 > Pontiac Intelligence ART
households > household income > \$60,000 to \$74,999 > Pontiac Intelligence ART
households > household income > \$75,000 to \$99,999 > Pontiac Intelligence ART
households > household income > \$100,000 to \$124,999 > Pontiac Intelligence ART
households > household income > \$125,000 to \$149,999 > Pontiac Intelligence ART
households > household income > \$150,000 to \$199,999 > Pontiac Intelligence ART
households > household income > \$200,000 or more > Pontiac Intelligence ART

*Household Income clusters are available as well



Housing - Bedroom

housing > house size > Studio > Pontiac Intelligence ART

housing > house size > 1 bedroom > Pontiac Intelligence ART

housing > house size > 2 bedroom > Pontiac Intelligence ART

housing > house size > 3 bedroom > Pontiac Intelligence ART

housing > house size > 4 bedroom > Pontiac Intelligence ART

housing > house size > 5 or more > Pontiac Intelligence ART

Housing - Home Value

housing > House Value > less than 30k > Pontiac Intelligence ART

housing > House Value > 30k to 100k > Pontiac Intelligence ART

housing > House Value > 100k to 200k > Pontiac Intelligence ART

housing > House Value > 200k to 400k > Pontiac Intelligence ART

housing > House Value > 400k to 500k > Pontiac Intelligence ART

housing > House Value > 500k to 750k > Pontiac Intelligence ART

housing > House Value > 750k to 1m > Pontiac Intelligence ART

housing > House Value > 1m or more > Pontiac Intelligence ART



Housing - Energy

housing > energy type > bottled, tank > Pontiac Intelligence ART

housing > energy type > coal > Pontiac Intelligence ART

housing > energy type > electric > Pontiac Intelligence ART

housing > energy type > gas > Pontiac Intelligence ART

housing > energy type > none > Pontiac Intelligence ART

housing > energy type > oil > Pontiac Intelligence ART

housing > energy type > other > Pontiac Intelligence ART

housing > energy type > solar > Pontiac Intelligence ART

housing > energy type > wood > Pontiac Intelligence ART

Housing - Rent

housing > cost of rent > Less than \$200 > Pontiac Intelligence ART

housing > cost of rent > \$200 to \$500 > Pontiac Intelligence ART

housing > cost of rent > \$500 to \$1000 > Pontiac Intelligence ART

housing > cost of rent > \$1,000 to \$2000 > Pontiac Intelligence ART

housing > cost of rent > \$2,000 or more > Pontiac Intelligence ART

Housing - Rent vs Own

housing > rent vs own > owners > Pontiac Intelligence ART

housing > rent vs own > renters > Pontiac Intelligence ART



Housing Size

households > size of household > 1 > Pontiac Intelligence ART
households > size of household > 2 > Pontiac Intelligence ART
households > size of household > 3 > Pontiac Intelligence ART
households > size of household > 4 > Pontiac Intelligence ART
households > size of household > 5 > Pontiac Intelligence ART
households > size of household > 6 > Pontiac Intelligence ART
households > size of household > 7 or more > Pontiac Intelligence ART

Housing Type

housing > housing type > single, detached > Pontiac Intelligence ART
housing > housing type > single, attached > Pontiac Intelligence ART
housing > housing type > 2 > Pontiac Intelligence ART
housing > housing type > 3 or 4 > Pontiac Intelligence ART
housing > housing type > 5 to 9 > Pontiac Intelligence ART
housing > housing type > 10 to 19 > Pontiac Intelligence ART
housing > housing type > 20 to 49 > Pontiac Intelligence ART
housing > housing type > 50 or more > Pontiac Intelligence ART
housing > housing type > Boat, RV, van, etc. > Pontiac Intelligence ART
housing > housing type > Mobile home > Pontiac Intelligence ART



IAB Interests

interests > IAB1 > style & fashion > Pontiac Intelligence ART
interests > IAB1 > health & fitness > Pontiac Intelligence ART
interests > IAB1 > arts & entertainment > Pontiac Intelligence ART
interests > IAB1 > automotive > Pontiac Intelligence ART
interests > IAB1 > business > Pontiac Intelligence ART
interests > IAB1 > careers > Pontiac Intelligence ART
interests > IAB1 > education > Pontiac Intelligence ART
interests > IAB1 > family & parenting > Pontiac Intelligence ART
interests > IAB1 > food & drink > Pontiac Intelligence ART
interests > IAB1 > hobbies & interests > Pontiac Intelligence ART
interests > IAB1 > home & garden > Pontiac Intelligence ART

interests > IAB1 > law, government, & politics > Pontiac Intelligence ART
interests > IAB1 > news > Pontiac Intelligence ART
interests > IAB1 > personal finance > Pontiac Intelligence ART
interests > IAB1 > pets > Pontiac Intelligence ART
interests > IAB1 > real estate > Pontiac Intelligence ART
interests > IAB1 > religion & spirituality > Pontiac Intelligence ART
interests > IAB1 > science > Pontiac Intelligence ART
interests > IAB1 > shopping > Pontiac Intelligence ART
interests > IAB1 > sports > Pontiac Intelligence ART
interests > IAB1 > technology & computing > Pontiac Intelligence ART
interests > IAB1 > travel > Pontiac Intelligence ART



Interests A-C

demographic & interest > adventure seekers > sport > travel > Pontiac Intelligence ART

demographic & interest > affluent > high end lifestyle > Pontiac Intelligence ART

demographic & interest > HHI > arts & culture & travel > Pontiac Intelligence ART

demographic & interest > bargain hunter > Pontiac Intelligence ART

demographic & interest > beach & getaway travel > Pontiac Intelligence ART

business & industry > business decision makers > Pontiac Intelligence ART

demographic & interest > camping > Pontiac Intelligence ART

demographic & interest > car owner > car culture > Pontiac Intelligence ART

demographic & interest > casino goers > games > Pontiac Intelligence ART

demographic & interest > charity donor > investing > Pontiac Intelligence ART

demographic & interest > Christianity > Pontiac Intelligence ART

demographic & interest > cruises & getaways > Pontiac Intelligence ART



Interests D-0

demographic & interest > dog lovers > Pontiac Intelligence ART

demographic & interest > lifestyle > environmentally conscious > Pontiac Intelligence ART

demographic & interest > fitness focused > Pontiac Intelligence ART

demographic & interest > high income > gambling > Pontiac Intelligence ART

demographic & interest > golfers > Pontiac Intelligence ART

demographic & interest > health insurance > Pontiac Intelligence ART

demographic & interest > home DIYers > Pontiac Intelligence ART

demographic & interest > homebuyer > Pontiac Intelligence ART

demographic & interest > travel > live event goers > Pontiac Intelligence ART

demographic & interest > high HHI > luxury travelers > Pontiac Intelligence ART

demographic & interest > museum & arts > Pontiac Intelligence ART

demographic & interest > outdoor enthusiast > Pontiac Intelligence ART



Interests P-Z

demographic & interest > personal finance > uninsured > Pontiac Intelligence ART

demographic & interest > pet owners > Pontiac Intelligence ART

demographic & interest > puzzle and online gamers > Pontiac Intelligence ART

demographic & interest > retirement planners > Pontiac Intelligence ART

demographic & interest > SMB business owners > Pontiac Intelligence ART

demographic & interest > tech enthusiasts and IT > high HHI > Pontiac Intelligence ART

demographic & interest > nutrition > non-dairy > vegan > Pontiac Intelligence ART

demographic & interest > nutrition > meatless > vegan & vegetarian > Pontiac Intelligence ART

demographic & interest > vegetarian > Pontiac Intelligence ART

demographic & interest > wine lovers > Pontiac Intelligence ART

demographic & interest > winter sports > Pontiac Intelligence ART



Political

[political > election results 2020 > Democrat > Pontiac Intelligence ART](#)

[political > election results 2020 > Republican > Pontiac Intelligence ART](#)

[political > election results 2020 > Libertarian > Pontiac Intelligence ART](#)

[political > election results 2020 > Green > Pontiac Intelligence ART](#)

[political > election results 2020 > Other > Pontiac Intelligence ART](#)



Transportation

transportation > travel time to work > less than 5 minutes > Pontiac Intelligence ART

transportation > travel time to work > 5 to 10 minutes > Pontiac Intelligence ART

transportation > travel time to work > 10 to 15 minutes > Pontiac Intelligence ART

transportation > travel time to work > 15 to 30 minutes > Pontiac Intelligence ART

transportation > travel time to work > 30m to 1h > Pontiac Intelligence ART

transportation > travel time to work > 1h or more > Pontiac Intelligence ART

transportation > vehicles available > No vehicle available > Pontiac Intelligence ART

transportation > vehicles available > 1 vehicle available > Pontiac Intelligence ART

transportation > vehicles available > 2 vehicles available > Pontiac Intelligence ART

transportation > vehicles available > 3 or more vehicles available > Pontiac Intelligence ART



Travel

demographic & interest > beach & getaway travel > Pontiac Intelligence ART
demographic & interest > cruises & getaways > Pontiac Intelligence ART
demographic & interest > domestic travel > Pontiac Intelligence ART
demographic & interest > family travel > children present > Pontiac Intelligence ART
demographic & interest > foodies travel > Pontiac Intelligence ART
demographic & interest > frequent flyers > Pontiac Intelligence ART
demographic & interest > getaway travel > Pontiac Intelligence ART
demographic & interest > travel> hiking > Pontiac Intelligence ART
demographic & interest > travel > history > Pontiac Intelligence ART
demographic & interest > nature travel > Pontiac Intelligence ART
demographic & interest > roadtrip travel > Pontiac Intelligence ART
demographic & interest > HHI > leisure travelers > Pontiac Intelligence ART
demographic & interest > high HHI > luxury travelers > Pontiac Intelligence ART





Ready to put our cookieless segments to work?

Reach out to sales@pontiac.media to learn more

NO COOKIES REQUIRED!

