

BENEFIT FROM RICHER DATA

i360 & COMCAST SPOTLIGHT

FAST FACTS

23M Comcast households

500+ geographic zones for localized targeting

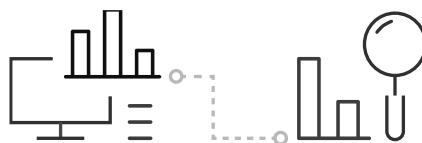
15 Addressable Segments:*

1. All Registered Voters
2. Republican Voters
3. Swing Voters
4. Democratic Voters
5. Primary Voters
6. Republican Primary Voters
7. Democratic Primary Voters
8. High-Propensity Voters
9. Mid-Propensity Voters
10. Low-Propensity Voters
11. 2018 Likely Voters
12. Presidential Year Only, General Voters
13. Likely Voting Republicans
14. Likely Voting Swing Voters
15. Likely Voting Democrats

Overview

i360's fully integrated database of 199 million active voters and 290+ million consumers contains hundreds of data points on US audiences. Comcast Spotlight is able to use that data to target Comcast households within an advertiser's desired audience.

Software and Analytics



i360 applies its extensive data to predictive modeling and analytics, gaining audience insights that help advertisers make informed decisions. By matching i360 records to Comcast households, advertisers can plan more efficient campaigns.

Benefits

- Make data-based decisions to deliver customized messaging to precise audiences.
- Spend media budgets more effectively – balance efficiency, accuracy, and scale for maximum impact.
- Target Comcast audiences at the household level.

The Result

Advertisers can deliver a consistent message to the right target audiences in the most cost-efficient and quantifiable manner possible.

* Data segments are permitted to be used for political campaign and/or political issue advertising purposes only.

For more information, visit www.ComcastSpotlight.com

© 2018 Comcast Spotlight. All rights reserved. Comcast confidential and proprietary information.



COMCAST
SPOTLIGHT