

Playwire Prism™

Playwire's innovative Data Prism™ leverages our code-on-page presence to identify audience members through a full spectrum of diversity-centered data lenses. Race, gender identity, religion, sexual orientation: we take all of these factors and more into account to ensure that your campaign reaches a truly inclusive, representative audience. Meanwhile, our IAB-certified CMP ensures access to audiences without infringing on their privacy.

Those data sets are built using Playwire:

- 1st Party Registration Data
- 1st Party Survey Data
- 1st Party Publisher Ownership Data
- 1st Party Contextual Data
- Demographic of Content Creators
- Geo-targeting
- 3rd Party Data

