



# Enriching Consumer Data to Build Precision TV Audiences

**How Consumer Orbit leverages Verisk data to help advertisers more precisely reach their ideal TV audiences.**

## Overview

For decades, television dominated the advertising world. The only somewhat-worthy competition TV faced were direct mail, radio, and one-to-one sales. Station owners relied on viewer surveys, panels and set-top boxes to learn who watches what and when. Broadcasters then sold their ad inventory based on two main demographic factors: age and gender.

Then along came digital, which changed the ad game for good. Digital agencies and marketers targeting consumers via digital channels gained access to behaviors and segments they never had before. TV advertising suddenly seemed archaic. Then Consumer Orbit came along.

As a leading aggregator of anonymized consumer behavior-based information, Consumer Orbit brings the worlds of television and digital advertising together. Instead of relying on annual surveys, the company offers a unique perspective of consumer identity and behavior that enables advertisers to market more precisely to TV audiences on a much more granular level. With Consumer Orbit, TV can compete with digital based on targeting instead of just age and gender.

**With this approach, Consumer Orbit has been able to increase both reach and frequency by over 30% compared to traditional methods.**

**They also utilized Verisk data to launch another product beyond the world of TV advertising ...[and] predict this new solution will lead to a doubling of revenue by the end of 2023.**

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## Challenge

Consumer Orbit licenses and builds massive amounts of data from numerous disparate sources to create its novel solutions. While these data sets feature their own individual capabilities, Consumer Orbit needed a single source of truth to validate accuracy—one that encompassed as much of the U.S. consumer population as possible and allowed them to connect all the dots.

“Verisk Marketing Solutions’ data is our Rosetta Stone for everything we do. It enhances the efficacy of all the data we license from other providers and drives solutions that put TV advertising on par with digital.”

Jay Huckabay, President & CEO  
Consumer Orbit

consumer  
**ORBIT**

After testing the quality of data from several third-party partners against U.S. census-level data, it became clear this level of coverage would be hard to come by. The main issue: Competing data sets were lacking in both the younger and older demographics.

However, Consumer Orbit discovered that Verisk Marketing Solutions had the best coverage of those demographics—an important area for modeling and projecting accurately.

## Solution

When Consumer Orbit tested data from Verisk Marketing Solutions, they found both the breadth and the quality standards they were seeking in a foundational data partner.

This relationship enables Consumer Orbit to verify the accuracy of its licensed data against the most comprehensive collection of U.S. consumer shopper data available—including more than 250 million persistent individual IDs and 120 million households, which contain demographic and location data, offline contact markers, census-level data, and more.

In addition to verifying accuracy, Verisk data provides the truth set from which Consumer Orbit can use to validate, enrich, and more effectively connect their other data sources. Giving them the ability to use more of their licensed data and more confidently help marketers target the right people more effectively.

**250+**  
MILLION  
CONSUMERS

**120+**  
MILLION  
DAILY UPDATES

“It has allowed us to get to the point where we’re comfortable enough to say to broadcasters, ‘This is not just age and demographics, these are all of the other pieces that go along with it.’ We’re helping advertisers who spend a lot of money for both television and digital get to the right person.”

Jay Huckabay, President & CEO, Consumer Orbit

## Result

With Verisk, Consumer Orbit acquired the foundational data they needed to build a more accurate product—one that helps television broadcasters entice advertisers by granting them the ability to reach consumers on a more granular level based on their behavior, not just static demographics.

Now, instead of blasting ads at the national or market level and hoping they hit their mark, advertisers can target behaviors and attributes of viewers at the zip code level. For instance, broadcasters selling ad space to a pet pharma brand can pinpoint the zip codes within their market with heavy populations of pet owners interested in that particular brand or those areas where certain products are carried in local stores. With this approach, Consumer Orbit has been able to increase both reach and frequency by over 30% compared to traditional methods.

Consumer Orbit also utilized Verisk Marketing Solutions data to launch another product beyond the world of TV advertising. With Consumer Momentum, ad agencies and brands can be even more granular in their segmentation and decision-making by relying on factors such as online shopping behavior and foot traffic around retail outlets.

**Consumer Orbit predicts this new solution will lead to a doubling of revenue by the end of 2023.**

## Custom Data Licensing & Syndication

Connect with our team to learn how we can help you build a best-in-class dataset to suit your need, whatever it may be.

Let's connect: [VMSSales@verisk.com](mailto:VMSSales@verisk.com)

