affinity answers

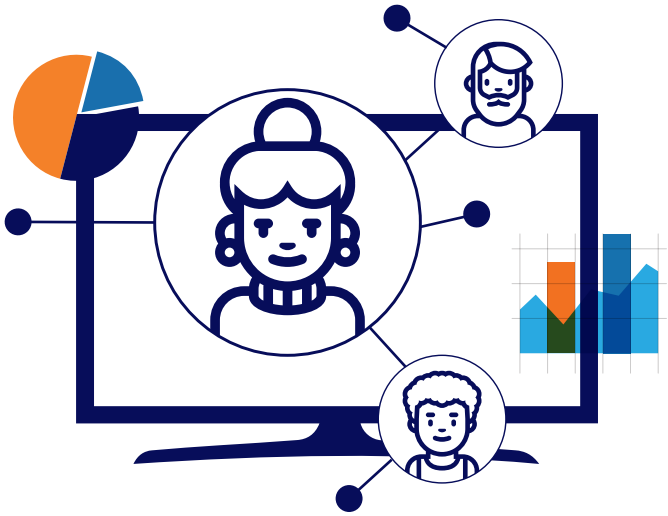
The Next

Wave of TV Targeting is Here

Social powered advanced TV activation delivers your brand directly to the fans of the top shows.

affinity answers

Our data is anchored on PII and enriched with social engagements and backed by Neutronian Certification for privacy, quality, and transparency.

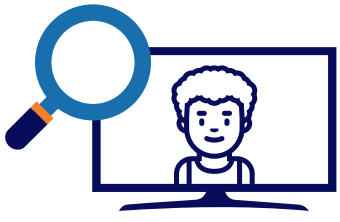


Other TV data providers model against smaller sample sizes and passive viewership. Affinity Answers captures the active engagement of each shows enormous social fan bases - powered by the world's largest continuous study of social engagement between people and the TV they love

Benefits of Affinity Answers Advance TV Data

More for Less

Scale your TV targeted reach across any channel and increase reach online at a fraction of the price.



Household level data

Gives you better insight into who is watching and who is most likely to also watch.

Activate passionate fans

We capture the active engagers of both brands and shows - increasing affinity and increasing purchases and lifetime value.

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Top Platforms, Advertisers & Categories

Advanced TV Platforms

ampersand
dish media
Roku
Charter
Discovery
CABLEVISION
FOX
xandr

Advertisers

Disney Parks
Burger King
WW
Discover
Viking
Vail

Categories

Travels, Cruises & Resorts

- Affinity Answers > Intent > Travel > Hotels & Resorts > Mountain & Ski Resorts
- Affinity Answers > Intent > Travel > Cruises > Viking River Cruises
- Affinity Answers > Intent > Travel > Amusement Parks > Disneyland

Streaming Video

- Affinity Answers > Intent > Streaming Video > Disney+
- Affinity Answers > Intent > Streaming Video > HBO Max
- Affinity Answers > Intent > Streaming Video > Netflix

Rideshare

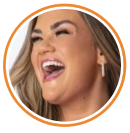
- Affinity Answers > Intent > Travel > Ride share > Uber
- Affinity Answers > Intent > Travel > Ride share > Lyft

Gaming & Entertainment

- Affinity Answers > Intent > Video Games (Gaming) > Shooter Games
- Affinity Answers > Intent > Video Games (Gaming) > Role Playing Games
- Affinity Answers > Intent > Video Games (Gaming) > EA Sports FIFA (Franchise)

Food Delivery

- Affinity Answers > Intent > Food Delivery > DoorDash
- Affinity Answers > Intent > Food Delivery > Grubhub
- Affinity Answers > Intent > Food Delivery > Postmates



Health & Fitness

- Affinity Answers > Intent > Health & Fitness > Jenny Craig

Food & Bev

- Affinity Answers > Intent > Food & Beverage > Baked Goods & Baking > King's Hawaiian Bread

Hobbies & Interests

- Affinity Answers > Interest > Hobbies & Interests > Cycling & Mountain Biking
- Affinity Answers > Interest > Hobbies & Interests > Cooking
- Affinity Answers > Interest > Hobbies & Interests > Travel Enthusiasts

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Perfect for the Holidays

Segment Name	Reach
Affinity Answers > Interest > Hobbies & Interests > Arts & Crafts	19,000,000
Affinity Answers > Interest > Hobbies & Interests > Car Culture and Gearheads	10,000,000
Affinity Answers > Interest > Hobbies & Interests > Cooking	19,000,000
Affinity Answers > Interest > Hobbies & Interests > Cycling & Mountain Biking	9,400,000
Affinity Answers > Interest > Hobbies & Interests > DIY Auto Repair and Maintenance	6,900,000
Affinity Answers > Interest > Hobbies & Interests > DIY Home Improvement	6,400,000
Affinity Answers > Interest > Hobbies & Interests > Eco-Friendly	10,000,000
Affinity Answers > Interest > Hobbies & Interests > Expecting Baby	4,600,000
Affinity Answers > Interest > Hobbies & Interests > Fishing	7,000,000
Affinity Answers > Interest > Hobbies & Interests > Fitness	13,000,000
Affinity Answers > Interest > Hobbies & Interests > Gardening	22,000,000
Affinity Answers > Interest > Hobbies & Interests > Golf	8,400,000
Affinity Answers > Interest > Hobbies & Interests > Healthy Living	3,400,000
Affinity Answers > Interest > Hobbies & Interests > Hunting	6,900,000
Affinity Answers > Interest > Hobbies & Interests > Jogging & Running	22,000,000
Affinity Answers > Interest > Hobbies & Interests > Lawn Care	7,400,000
Affinity Answers > Interest > Hobbies & Interests > Movie Goers	7,600,000
Affinity Answers > Interest > Hobbies & Interests > Parenting	20,000,000
Affinity Answers > Interest > Hobbies & Interests > Photography	14,000,000
Affinity Answers > Interest > Hobbies & Interests > Reading & Literature	26,000,000
Affinity Answers > Interest > Hobbies & Interests > Skiing & Snowboarding	4,900,000
Affinity Answers > Interest > Hobbies & Interests > Surfing & Water Sports	9,700,000
Affinity Answers > Interest > Hobbies & Interests > Swimming	9,900,000
Affinity Answers > Interest > Hobbies & Interests > Travel Enthusiasts	2,900,000
Affinity Answers > Interest > Hobbies & Interests > Wedding Planning	12,000,000
Affinity Answers > Interest > Hobbies & Interests > Yoga	9,900,000
Affinity Answers > Interest > Hobbies & Interests > Zumba	4,700,000

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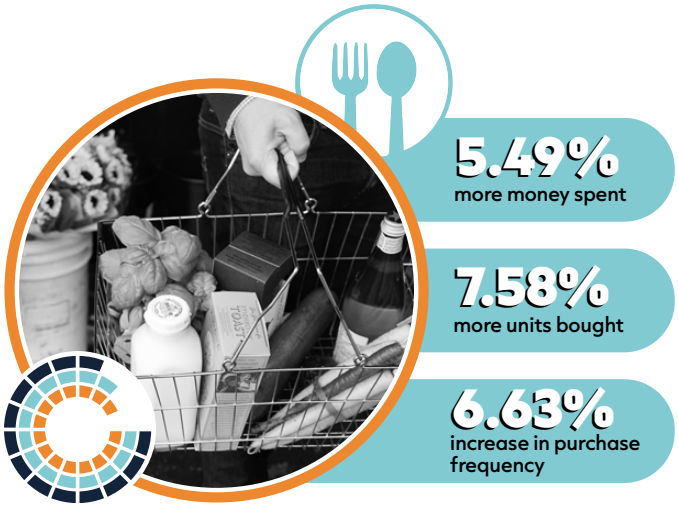
Case Study

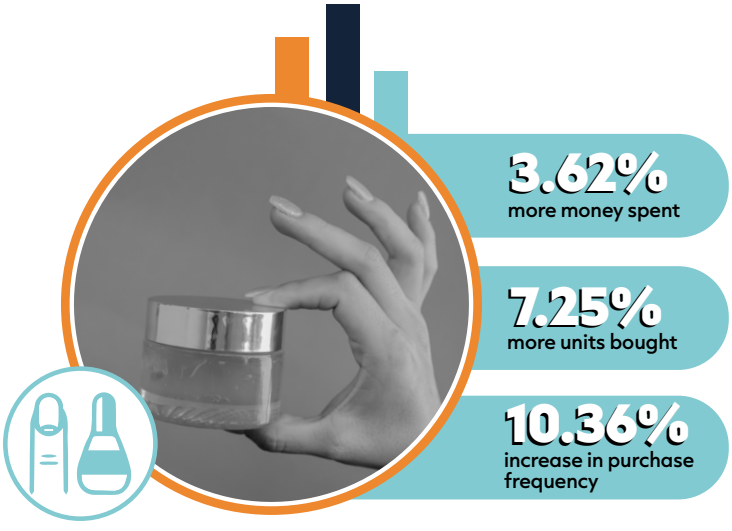
New study confirms social affinity data drives higher lifetime customer value

Independent data analysis firm Neutronian conducted a study to identify the value of customers based on affinity. The results confirm what marketers have thought for years: there is a demonstrable lift in purchase behavior, value of purchase, and lifetime customer value by high-affinity purchasers compared to low-affinity consumers.

Increases In High-Affinity Buyers By Segment



Food & Beverage



Facial Care & Makeup

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For more information visit affinityanswers.com or contact us directly at audiences@affinityanswers.com