High-Signal Data for the Modern Media & Technology Marketer

Verified device, carrier, and media consumption signals to reach your most connected audiences.

The Alesco Data Media & Technology Database delivers deterministic consumer intelligence purpose-built for wireless carriers, streaming platforms, and consumer electronics brands, providing verified visibility into device ownership, carrier relationships, and digital media consumption behaviors. Built from transactional records, telecom signals, and multi-source behavioral data, this dataset empowers brands to connect with consumers identified by how they connect and what they consume. With a targeted suite of media and technology-specific segments, our taxonomy enables precise activation across the full connected consumer lifecycle, from carrier conquest to gaming and streaming audience acquisition.

Strategic Taxonomy Highlights

Most media and technology targeting relies on modeled assumptions. Ours is built on verified signals. Our Media & Technology taxonomy gives marketers confirmed carrier, device, and media consumption data to reach connected consumers with precision.

Category	Representative Segments	Stategic Audience Persona
Telecom & Carrier	**Segments:** T-Mobile, Verizon, AT&T, Sprint, Comcast, Cox **Attributes:** Carrier-specific identity signals, line type indicators, mobile and landline	**The Connected Consumer:** Consumers identified by verified carrier relationships, ideal for wireless carriers, telecom brands, and device upgrade campaigns.
Devices & Technology	**Segments:** Computer Owner, High Tech Early Adopters, WiFi Home Network, Consumer Electronics Buyer **Attributes:** Device ownership signals, tech adoption indicators	**The Tech Adopter:** Consumers identified by device ownership and early adopter behavior, ideal for electronics brands and tech product launches.
Gaming & Entertainment	**Segments:** Video Gamer, Movie Collector, Movie and Music Cluster **Attributes:** Gaming interest signals, movie consumption indicators	**The Digital Entertainer:** Consumers identified by gaming and entertainment behaviors, ideal for streaming platforms and digital media advertisers.
Music & Audio	**Segments:** Music Enthusiast, LP/CD Music Collector, Surround Sound System, MP3 Player **Attributes:** Music interest signals, audio equipment ownership	**The Audio Enthusiast:** Consumers identified by music interests and audio equipment ownership, ideal for music platforms and premium audio brands.

Primary Use Cases & Activation

- **Wireless Carrier & Device Upgrade Campaigns:** Reach consumers by verified carrier relationship to drive switcher campaigns, device upgrades, and new wireless plan acquisition.
- **Consumer Electronics Launch Targeting:** Activate against confirmed computer owners and early adopters to reach high-intent consumers ahead of new product launches.
- **Gaming & eSports Audience Activation:** Target verified video gamers to deliver gaming brand messaging, platform promotions, and eSports campaign activations.
- **Music & Audio Platform Targeting:** Reach confirmed music enthusiasts and audio equipment owners to connect streaming services and premium audio brands with engaged listeners.
- **Streaming & Digital Media Subscription Growth:** Layer gaming, movie, and music signals to identify high-affinity consumers ideal for streaming platform acquisition and subscription growth.
- **CRM Enrichment & Tech Data Appends:** Append verified carrier, device, and media consumption signals to existing records to deepen audience profiles and improve targeting precision.
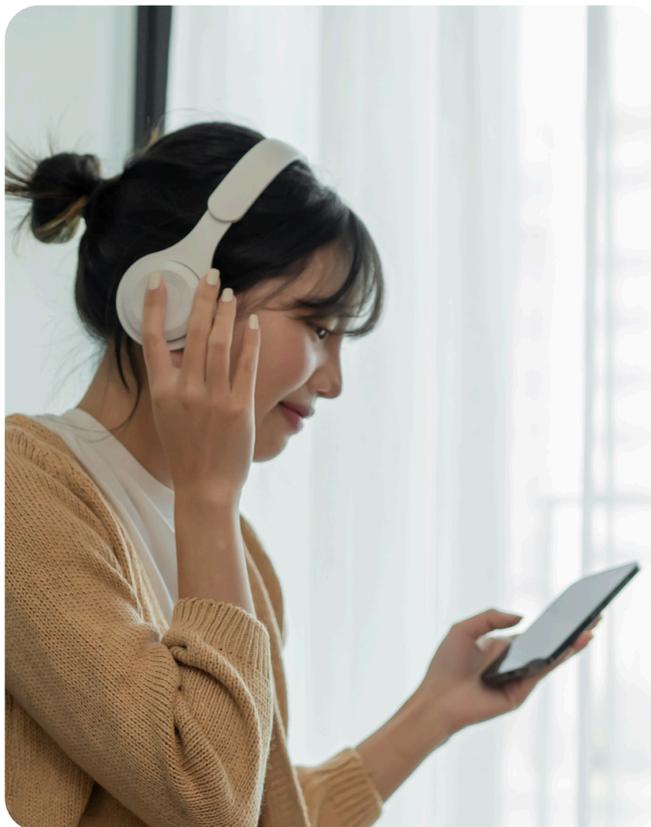
Our premium deterministic segments are fully integrated within the **LiveRamp** ecosystem, ensuring a privacy-first transition from data to delivery. Whether you are optimizing for reach or conversion, these audiences are ready for immediate activation across **all major DSPs,** including **The Trade Desk** and **Google Display & Video 360 (DV360)**. Simply select our media & technology taxonomy to fuel your next omnichannel campaign with unparalleled accuracy.

/LiveRamp

⏻ theTradeDesk

▶ Google Display & Video 360