Ranker Insights

Zero Party Data
100% Actionable

High performance data sets that embrace privacy are imperative to moving your media strategies forward. Ranker Insights is powered by 1.3 billion votes from millions of consumers, the largest licensable set of post consumption opinion data spanning movies, TV, celebrities and more. From planning to execution, entertainment marketers use our solutions to achieve superior outcomes.

FOR ANY SHOW WE SURFACE

Ranker’s Taste Graph = SMARTER MEDIA STRATEGY*

*Identify and engage your best audience on CTV, Addressable TV, mobile and more.
Unlock Elusive Streaming Audiences
Access real-time insights on fans of original content from streaming platforms that block data collection tools (including ACR) to gain a holistic view of consumer preferences.

Maximize Impact
Our data is gathered from loyal fans that proactively and anonymously voice their opinions on Ranker.com and the Watchworthy App. These highly engaged entertainment enthusiasts have a higher propensity to convert, so you can get the most from your media spend.

Extend Reach, Intelligently
Ranker Insights’ correlations data uncovers powerful relationships between fan bases, so you can identify and engage high value, overlooked audiences that align with your top targets.

Go Beyond Viewership
Ranker's taste graphs provide a deep understanding of viewer sentiment and affinity. Reduce waste and increase efficiency by targeting the right viewers based on the content they actually enjoy, not just what they watched.

Learn more at insights.ranker.com
Contact us at insights@ranker.com