

Hyper-targeted Audience Solutions For Entertainment Marketers

Ranker's targeting solutions are powered by first-party, post consumption opinion data and our proprietary entertainment affinity index. From planning to execution, we help brands and agencies achieve superior outcomes.

Ranker's deterministic panel of entertainment enthusiasts proactively express how they feel about the content they've engaged with, giving us a stronger signal of sentiment and affinity.

Engage elusive streaming audiences based on their show-level viewing preferences, including original content from Netflix, Hulu, Amazon, Disney+, Paramount+, AppleTV+, etc.

Bridge the gap between multiple media types including movies, shows, celebrities, music, video games and more.

Access off-the-shelf and custom segments via leading DSPs including The Trade Desk, Simpli.fi Teads, StackAdapt and Illumin.

Our taste graph identifies high value consumers that align best with your target audience.

Cookie-less and privacy compliant, Ranker's targeting solutions are future proof and scalable.

Standard Audience Segments

CATEGORY	SEGMENT	DESCRIPTION
Movie & TV Genres	Horror	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to horror films and TV shows (American Horror Story, Friday the 13th, Psycho, etc.) via Ranker's votable lists
Movie & TV Genres	Reality TV: Cooking	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to reality TV and cooking shows (Beat Bobby Flay, Chopped, Iron Chef, etc.) via Ranker votable lists

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Movie & TV Genres	Workplace Dramas/Comedies	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to workplace dramas and comedies (Parks and Rec., The Office, 30 Rock etc.) via Ranker votable lists	
Movie & TV Genres	Children's TV Shows	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to kids shows (Peppa Pig, Bluey, Paw Patrol etc.) via Ranker's votable lists	
Movie & TV Genres	Reality TV: Dating	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to reality TV dating shows (The Bachelor, Love is Blind, 90 Day Fiance, etc.) via Ranker's votable lists	
Movie & TV Genres	Anime	Enthusiasts who have proactively expressed positive sentiment and interest for anime films, shows and characters (Akira, Spirited Away, Ghost in the Shell etc.) via Ranker's votable lists.	
Movie & TV Genres	Black Entertainment	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for movies and shows about Black culture or African American history via Ranker's votable lists.	
Movie & TV Genres	Korean Entertainment	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for Korean movies and shows (Oldboy, Snowpiercer, Squid Game, etc.) via Ranker's votable lists.	
Movie & TV Genres	Family Animated Movies	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for family friendly animated films (Zoo-Topia, Despicable Me, Sing 2) via Ranker's votable lists.	
Movie & TV Genres	Crime Dramas	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for Crime Dramas (CSI, Criminal Minds, Law & Order etc.) via Ranker's votable lists.	
Movie & TV Genres	True Crime	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for true crime shows (The First 48, America's Most Wanted, Cold Case Files etc.) via Ranker's votable lists.	
Movie & TV Themes	Action Films & Car Chases	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to action films and car chases (Die Hard, James Bond, Gone in 60 Seconds, The Fast and the Furious, etc.) via Ranker's votable lists	
Movie & TV Franchises	Game of Thrones Franchise	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to the Game of Thrones / A Song of Ice and Fire franchise, including House of the Dragon, via Ranker votable lists	
Movie & TV Franchises	Star Wars Franchise	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for Star Wars shows, films, games and characters via Ranker's votable lists.	

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Movie & TV Franchises	Star Trek Franchise	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for Star Trek shows, films, games and characters via Ranker's votable lists.	
Movie & TV Franchises	Harry Potter Wizarding World Franchise	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for Harry Potter films, books, games and characters via Ranker's votable lists.	
Movie & TV Franchises	Hunger Games Franchise	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for The Hunger Games films, books and characters via Ranker's votable lists.	
Movie & TV Franchises	DC Extended Universe Franchise	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for DC Universe films, shows, games and characters via Ranker's votable lists.	
Movie & TV Franchises	Spider-Man Universe Franchise	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for Spider-man films, shows, games and characters via Ranker's votable lists.	
Music Genres	Classic Rock	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to classic rock (The Rolling Stones, The Beatles, Tom Petty etc.) via Ranker's votable lists or viewed lists related to classic rock	
Music Genres	Heavy Metal	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to heavy metal (Tool, Pantera, Slayer, etc.) via Ranker votable lists or viewed lists related to heavy metal	
Music Genres	Country Music	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for country music artists (Trace Atkins, Toby Keith, Garth Brooks, Reba McEntire etc.) via Ranker's votable lists.	
Music Genres	K-Pop	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for K-Pop artists (Red Velvet, BLACKPINK, Stray Kids etc.) via Ranker's votable lists.	
People	Stephen King Fans	Entertainment enthusiasts who have proactively expressed positive sentiment and interest for Stephen King books, films and shows via Ranker's votable lists .	
Streaming	Hulu Streamers	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to a variety of Hulu shows and films (The Handmaids Tale, The Drop Out, Life and Beth, Deep Water, etc.) via Ranker's votable lists or visited lists related to streaming content from Hulu (eg. Best Hulu Series Airing Right Now)	

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Streaming	MAX Streamers	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to a variety of MAX shows and films (Chernobyl, Game of Thrones, Succession, etc.) via Ranker's votable lists or visited lists related to streaming content from MAX (eg. Best MAX Series Airing Right Now)	
Streaming	Netflix Streamers	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to a variety of Netflix shows and films (Ozark, Stranger Things, You, etc.) via Ranker's votable lists or visited lists related to streaming content from Netflix (eg. Best New Netflix Originals of 2022)	
Streaming	Disney+ Streamers	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to a variety of Disney+ shows and films (The Mandalorian, The Little Mermaid, Jessie, Avatar, etc.) via Ranker's votable lists or visited lists related to streaming content from Disney+.	
Streaming	Paramount+ Streamers	Deterministic seed audience of entertainment enthusiasts that have proactively expressed positive sentiment related to a variety of Paramount+ (Paramount Plus) shows (Mayor of Kingstown, 1883, Evil, etc.) and films via Ranker's votable lists or visited lists related to streaming content from Paramount+ (eg. Best New Paramount+ Originals of 2022)	
Video Games	Gaming Enthusiasts	Deterministic seed audience of video game enthusiasts that have proactively expressed positive sentiment related to a variety of video game titles and platforms (Elden Ring, Horizon Forbidden West, SIFU, Lego Star Wars: The Skywalker Saga etc.) via Ranker's votable lists.	

