BEESWAX + ACXIOM

FREEWHEEL
A COMCAST COMPANY

ONBOARD CUSTOM AUDIENCES WITH BEESWAX

Target high-value audiences across the premium video ecosystem with speed and simplicity using Acxiom's first-party data integration within the Beeswax DSP.

Why Beeswax

Optimized Path to Premium

Get a direct connection to the best supply from FreeWheel

Equipped for the Cookie-Less Future

Reach audiences at scale without the need for third-party cookies

Buying Made Easy

Multi-publisher deal activation enables quick and easy access to premium CTV inventory

Key Benefits

Speed: Easy segment delivery & onboarding within 24 hours

Scale: high fidelity match rates leading to better reach than any 3rd party graphs

Efficiency: Zero distribution fees for data delivery

Planning: Proactively size audiences and budgets against the Beeswax footprint

Sample Segment Options

First-party look-a-like models

Acxiom health segments

High-value audiences

Custom audiences

Getting Started

Please reach out to your Beeswax Account Representatives to learn more:
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