



REAL ESTATE

DATA & AUDIENCE SOLUTIONS

FOR PROGRAMMATIC MEDIA BUYERS



FIRST PARTY DATA EXCLUSIVE PUBLISHERS

Proprietary audience segments built on worldclass 1P Data from Redfin.com, Rent.com and other Playwire exclusive Real Estate publishers.

- + Full home buyer and renter journey: from in-market home buyers & renters, to movers and home owners.
- + Behavioral, Intent, and Interest-based segments
- + Available in all major DSPs/SSPs, Liveramp Marketplace, Eyeota, and more.




60M+
UNIQUE USERS
ON WEB



40M+
UNIQUE USERS
ON IOS



30M+
UNIQUE USERS
ON ANDROID



35+
DETAILED REAL ESTATE
AUDIENCE SEGMENTS

**200+ UNIQUE
AUDIENCE SEGMENTS**
ACROSS 25 ADDITIONAL AUDIENCE VERTICALS

Access Playwire's exclusive Real Estate Audience Taxonomy as well as 25 additional Data Verticals in all major Platforms & DSPs. Built on our proprietary DMP and 1P Publisher Data, supporting HEMs, Clean Rooms, GooglePAIR and more.



Learn more about the data solutions Playwire has to offer.
Contact us at www.playwire.com/data-and-audience-solutions