

Engagement-driven and Diverse Data

Access unique, diverse, and engagement-driven data from our network of 50,000+ high-quality, content-rich, independent publishers. Efficient delivery systems. Detailed parameters. Our proprietary technology will help you meet your product and development needs across a variety of use cases.

31B

Pageviews

1.3M

Domains

450M

Daily readers

\$1B+

Annual Consumer
Spending

US EU CA
APAC LATAM

Markets reached

About Sovrn

Sovrn is an advertising software technology company that helps publishers understand and monetize reader traffic with tools that improve revenue streams, enhance viewability, and optimize performance.

The Sovrn Data Collective

Publishers opt into the Sovrn Data Collective and grant Sovrn broad rights to collect, manage, store and monetize the data on the publisher's behalf. This results in a unique, diverse, engagement-driven data set from a large network of high-quality, content rich, independent publishers.

Our Publishers

Daily Mail

 apartment
therapy

Newsweek

*she*knows

DAILY BEAST

LOVE  KNOW

Linkage

Resolve identity across platforms.

Email to Cookie

600M Unique readers
per month

Hashed Email Event

11B Events per month

Email to MAID

2.8B MAUs per month

Feeds

Broad, customizable user data
for targeting, segmentation,
reporting and analytics.

Weblog Behavioral Data

600B Global pageviews per month
250B Consented EU pageviews
per month

Commerce Data

2.8B Pageviews per month

Commerce Transaction Data

Reader Engagement Data

Data Append

Enhance your consumer
understanding with in-depth
data that enriches your customer
profiles. [Learn more](#)

Reach

Sync your cookie ID across the
Sovrn network. Grow your footprint
and match rate. [Learn more](#)