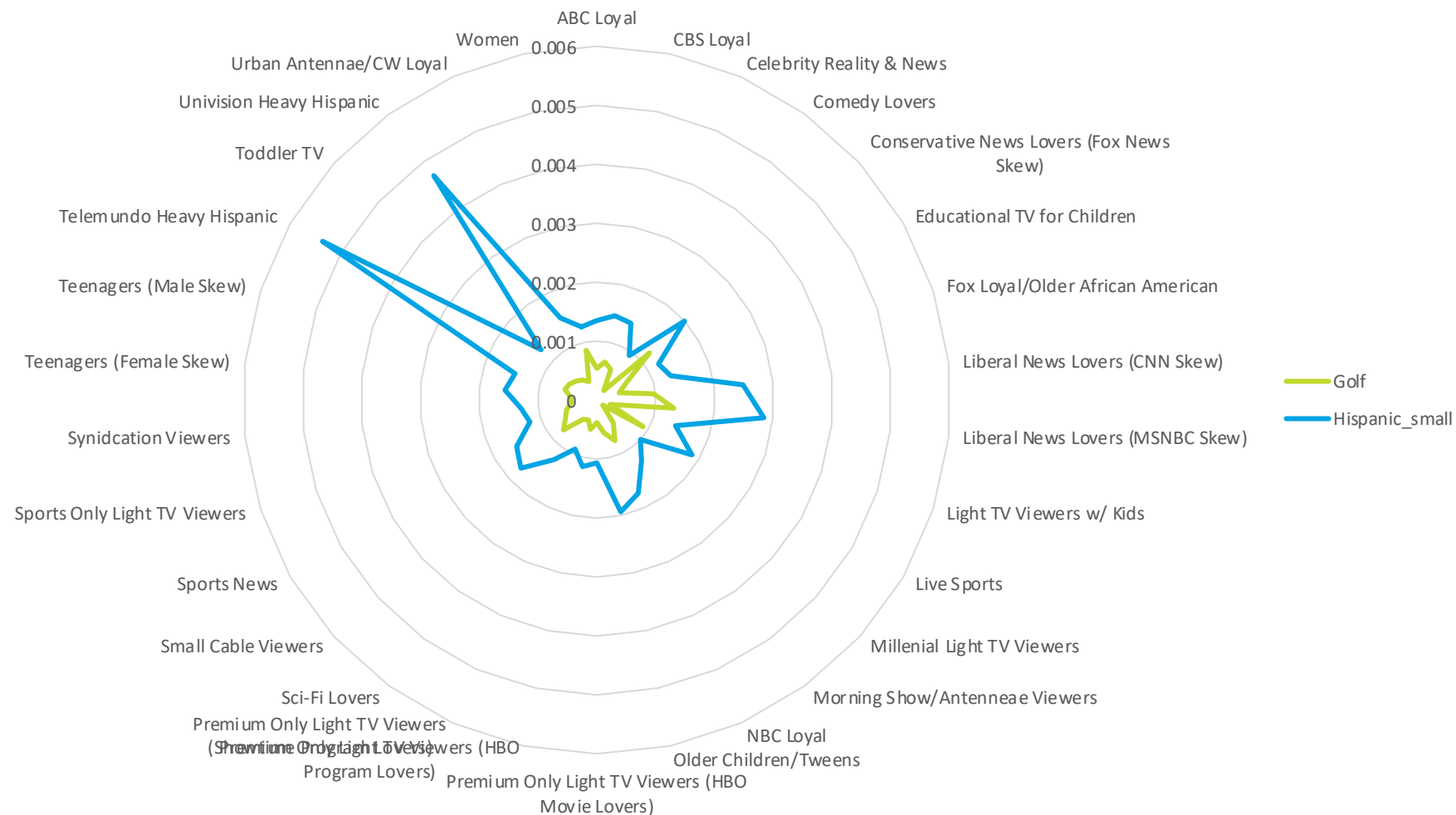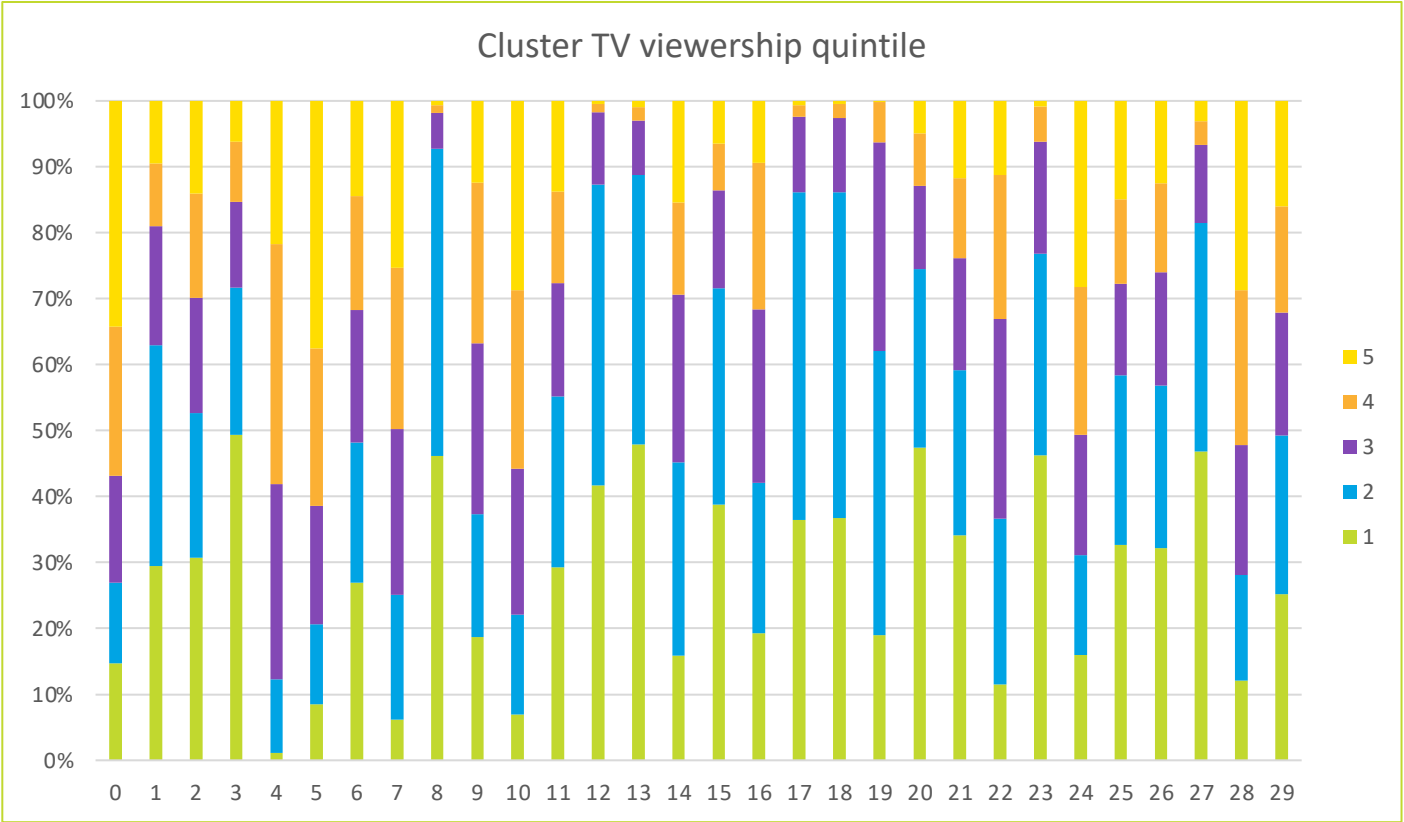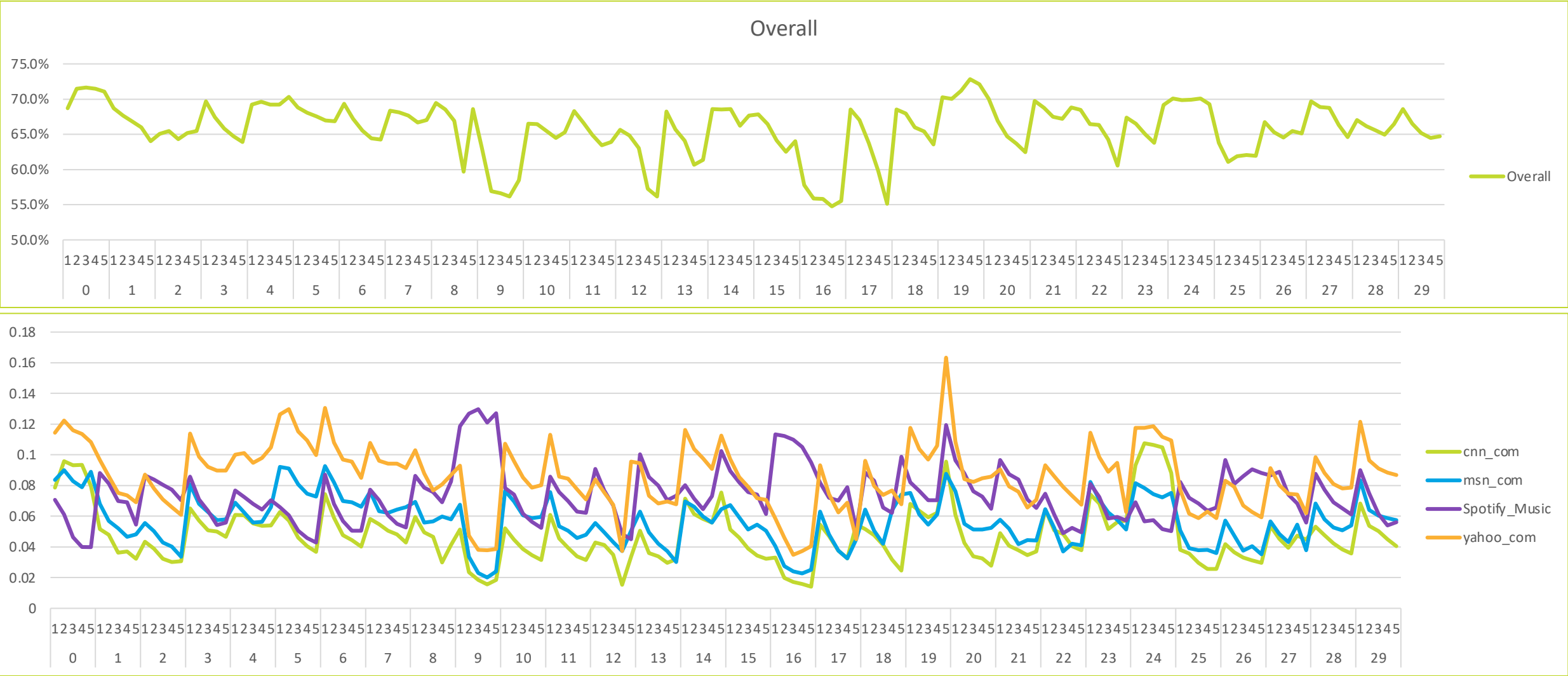# Understand your audience: media consumption match expectation? Or do you want to target based on media consumption?

Each Cluster TV viewership Quintile

Cluster TV viewership quintile

How TV and digital work together to reach target?

Use segments for control creation

Row Labels	493 p value	493 lift	523 p value	523 lift	530 p value	530 lift	545 p value	545 lift
buzzfeed_com	17.5%	10.6%	41.6%	6.5%	20.2%	6.0%	91.3%	-5.6%
cnn_com	0.6%	12.7%	12.5%	7.5%	57.1%	-1.6%	60.3%	-11.4%
dailymail_co_uk	76.7%	2.8%	37.5%	8.0%	55.4%	-3.0%	91.9%	-9.8%
ebay_com	69.1%	1.8%	93.3%	-0.4%	4.6%	-4.9%	64.9%	-7.5%
kijiji_ca	88.9%	3.0%	86.2%	-0.9%	93.8%	-4.6%	77.8%	0.1%
live_com	48.8%	-3.8%	33.7%	5.6%	0.7%	-8.7%	84.3%	-4.3%
msn_com	69.0%	-1.6%	88.6%	-0.6%	0.9%	-6.2%	55.2%	-9.9%
my_xfinity_com	51.6%	-5.4%	0.2%	27.2%	0.5%	-13.1%	29.3%	-34.6%
overall	46.8%	0.8%	14.8%	1.7%	93.8%	0.1%	71.0%	2.3%
spotify_com	47.4%	6.3%	51.4%	5.6%	74.7%	1.6%	92.8%	8.3%
spotify_music	88.5%	0.7%	34.5%	3.8%	52.9%	-1.5%	63.8%	11.6%
yahoo_com	96.2%	-0.2%	12.5%	5.2%	1.8%	-4.6%	83.9%	-2.7%