

Activating Data Trust Segments with FreeWheel Buyer Cloud

Delivering precision and speed in CTV for the 2026 midterms.

What you get

Always-on Library

Access full Data Trust standard taxonomy directly

Tailor-made Segments

Target custom Data Trust segments designed to your needs

Premium CTV Reach

Reach audiences at scale with up to 90% match rates

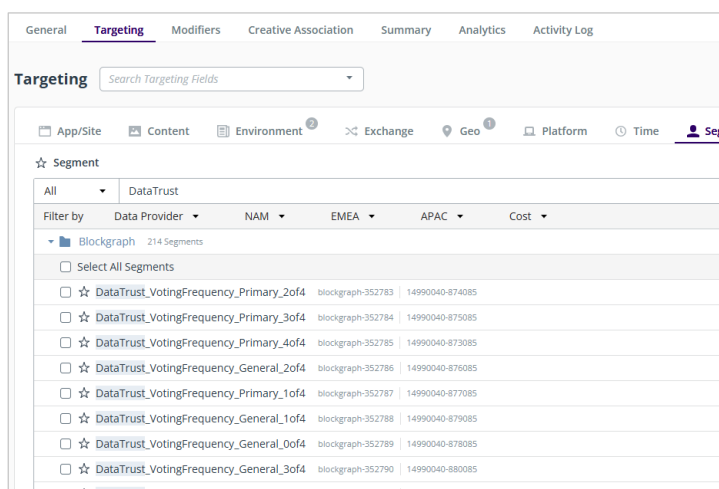
How to activate

Find your segments

1. Navigate to Line Item Targeting > Segments
2. Filter for “Blockgraph” as the Data Provider
3. Search “DataTrust”

Build your audiences

1. Choose your approach:
 - Standard segments: Available immediately
 - Custom segment: Available in 1-2 days
2. Select your targeting criteria
3. Run your campaign!



FAQs

Is a contract required with Data Trust to activate?

No — and if you’re already buying with FreeWheel through the Marketplace team or publishers, you can activate this data directly within those workflows too

What if I can't find a specific segment I need?

Request a custom segment, reach out to your Data Trust or FreeWheel Account team to kickoff the request

How often is Data Trust data refreshed?

It is refreshed daily to ensure current voter registration status, party switches, and propensity updates

What ID types are supported?

Data Trust data is sent to FreeWheel based on the Blockgraph ID and expanded to all ID types (e.g., MAIDs, CTV IDs, IP addresses) based on the FreeWheel Identity Network