

Our Solution

AUDIENCE OPTIMIZATION

Increase Lift with the Right Data

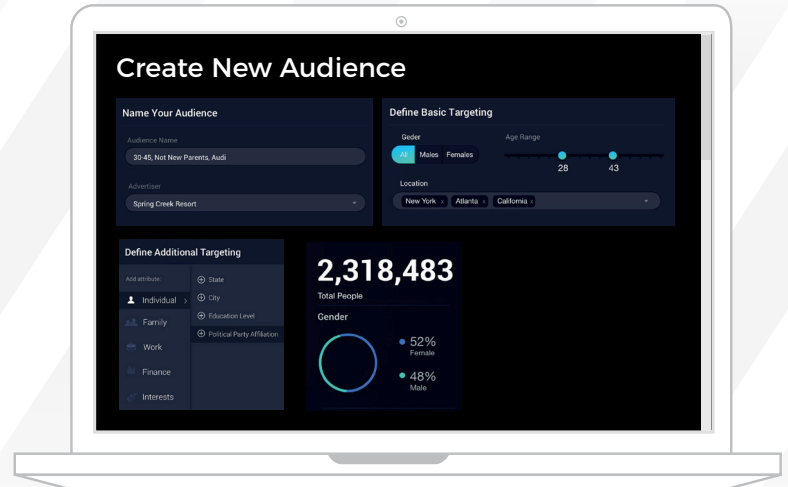
Audience Optimization makes sure you're making the most of our data so you can drive campaign ROI and increase customer engagement.

Improve ROI by Reaching the Right People

Only target people who are most likely to engage with your ads.

Optimize your audiences in real-time with our user-friendly platform

We designed our entire platform with you in mind. With just one click, you can access real-time campaign insights and expand your audience reach.



With Audience Optimization You Can:

- Identify new audiences
- Find look-alike audiences
- Remove unengaged people
- Re-engage your best customers programmatically

How it Works

Create Target Audience

With optimized lifestyle, interests & behaviors



- Geo
- Media Preference
- Demo
- Mobile Apps
- Purchase Behaviors
- In-Market Characteristics

Gain Real-Time Audience Insights

About your audience & how they are responding across all channels



Drivers
are 5.28x more likely to engage



New Parents
are 6.60x more likely to engage



Reach New, Optimized Audiences

Improve Strategy & Increase Lift



Increase in lift

NEW INSIGHTS

Optimized Audiences include:

- Drivers
- New Parents