

# Oracle Data Cloud Data Directory



**ORACLE**  
DATA CLOUD

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# Meet the Data Hotline

Have a question about your data-driven campaign? Contact us and within hours we'll provide you with relevant insights and recommendations.

From audience sizing, RFP support and collateral needs to case studies, measurement advice and even on-site support, we've helped hundreds of marketers find quick answers to any audience challenge.

- Audience recommendations
- Audience sizing
- Order custom audiences
- RFP support
- Product education
- Collateral needs
- Case studies
- Measurement feasibility
- Order measurement study
- Onsite support

## **Contact The Data Hotline to get started**

Quick answers & the audiences you need to win  
[www.oracle.com/thedatahotline](http://www.oracle.com/thedatahotline)

# Oracle AddThis Audiences: A Buyer's Guide

The best in global online interest and intent-based behavioral data.

**DATA TYPES:** Behavioral, Interest, Intent, In-Market, Social, Mobile

## Use Our Data To:

- Understand how consumers in your CRM interact across the web
- Reach hard-to-find users with a specific interest or intent
- Market to your brand advocates & socially active consumers
- Find users who look like your best customers with best-in-class modeling

## Collection Methodology:

AddThis aggregates the global online actions taken by unique visitors on every page across our 15MM site-strong publisher network. Our proprietary blend of observed (e.g., arriving on site from search, content on page, reading an article, scrolling, watching a video) and declared (e.g., click, like, share, follow, print) data yields a holistic picture of the true web habits, interests and preferences users reveal when browsing online. We deliver unmatched audience insight and unparalleled audience segment quality at global scale.

# Oracle Curated Audiences: A Buyer's Guide

Multi-brand audiences built from top sources in the industry.

**DATA TYPES:** Behavioral, Demographic, Interest, Lifestyle, In-Market, Mobile

## Use Our Data To:

- Power lower-funnel campaigns with targeting precision at scale
- Reach past online purchasers
- Drive awareness with interest & demographic data at scale

## Collection Methodology:

Oracle Curated audiences are aggregated from top data providers in seven key vertical markets. This data is organized and qualified by a team of Classification Taxonomists, to ensure that all users tagged in an audience have indeed taken actions online to declare themselves as such.

# Oracle Datalogix Audiences: A Buyer's Guide

The best in offline purchase-based data.

**DATA TYPES:** Buyer Behavior, Category Purchase, Demographic, Lifestyle, Offline Purchase, Purchase Intent

## Use Our Data To:

- Reach in-market, past & lapsed purchasers
- Build precision-based data strategies
- Get a 360-degree profile of target consumers
- Find users who look like your best customers with best-in-class modeling

## Collection Methodology:

Oracle Datalogix audiences are sourced from offline verified data, including deep product offerings across Automotive, CPG and Retail verticals. Oracle Datalogix audiences are built from:

- 110MM U.S. Households
- 10B SKU-level transactions
- \$3T in consumer spending
- 1.5K+ leading brands



# 140 Proof: A Buyer's Guide

**DATA TYPES:** Auto, B2B, CPG, Travel

## 140 Proof Data 101

140 Proof is the only data company to leverage social connections and machine learning modeling to find the most accurate, deterministic audiences at scale. Our orthogonal approach, using interests and supernodes to target interested consumers, allows brands to have unique method for building audiences.

## Description of Data Types:

140 Proof uses the Blended Social Interest Graph machine-learning algorithms build audiences in mobile applications at scale for some of the largest brands across:

- Automotive
- B2B – Business to Business
- Beauty
- CPG – Consumer Packaged Goods
- Entertainment
- Fashion
- Health & Wellness
- Technology
- Travel



## Collection Methodology:

At the core of 140 Proof's data analysis engine is the concept of asymmetrical social connections. Although we also analyze social content, the scalable magic of social is connections, such as: follows, check-ins, re-blogs, pins, likes, or shares. These connections drive scale of 700+ million social users across various social networks. 140 Proof data consumes paid and public social APIs and first-party data collected from mobile application partners.

## Use Our Data For:

- Mid funnel prospect generation
- Targeting based on social influencers
- Building audience of hard to find users such as spicy food lovers
- Machine learning look-a-like modeling and audience extension



# 33Across: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Financial, Partner Initiated ID Syncing, Political, Retail, Seasonal, Server Side Data Transfer, Social/Lifestyle

## 33Across Data 101

For more than seven years, 33Across has created advanced data models for Fortune 1000 brands. With code on more than one million publisher sites, our publisher network yields more than 30 billion intent and interest signals from content consumption, copy and paste sharing, search keywords and social behaviors.

## Description of Data Types:

### Top 10 Categories

- Auto
- Beauty
- Finance
- Fashionistas
- Health & Wellness
- Entertainment
- Environmentally conscious
- Expecting parents
- Food & Beverage (CPG)
- Travel

Examples of what composes an audience category

- Expecting Parents:
  - » 11MM+ Monthly Uniques
  - » 250MM+ Page Views
  - » 4MM+ Copy & Paste Activities
  - » 2.5MM+ Searches

## Collection Methodology:

33Across has code on over one million publisher sites, allowing us to collect over 30 billion intent and interest signals. We can collect unique social data, like copy and paste, which paints a more accurate picture of consumer intent. Our in-house DMP compiles and analyzes data from over 1.4 billion users monthly to build audiences for distribution.

## Use Our Data For:

Target and/or measure consumers according to their current interests and social behaviors.

# AcquireWeb

## AcquireWeb: A Buyer's Guide

**DATA TYPES:** Analytics, Auto, B2B, Behavioral, CPG, Data Access/Audience On, Demographic, Financial, Offline Match, Political, Retail, Social/Lifestyle, Travel

### AcquireWeb Data 101

AcquireWeb expertise in consumer identity allows us to find and validate customer identities across multiple data silos, marketing channels and contact points. This provides marketers with a complete picture of their customers and interactions. We understand the importance of privacy, so our on-line targeting is done using our vast database of more than 200 million business and consumer IP addresses. These are linked to our proprietary geographical data; third-party partner data is linked at the ZIP+4 level.

### Description of Data Types:

- **Acquire Location** – Business and consumer location targeted down to the Zip+4 neighborhood level.
- **Acquire Consumers** – Household demographic, lifestyle, propensity, psychographic, ownership, real estate, political and many other characteristics.
- **Acquire Auto** – In-the-market propensities and self-reported ownership segments.
- **Acquire Shoppers** – Summarized transaction data in CPG and retail.

- **Acquire Research** – Active interest research behavior data showing likelihood to purchase.
- **Acquire Businesses** – Comprehensive business firmographics providing insight into business industry, location, type and size. Small and home-based business decision makers active in market for product categories.
- **Acquire Audience** – Custom on-boarding of any CRM or third-party data set for targeting audiences.

## Collection Methodology:

AcquireWeb generates our linkage to IP by leveraging our 250+ million internal email activity database, unique partnerships for additional email activity data, proprietary platform web-traffic data, publically available industry data, 26 million record business database and proprietary algorithms analyzing recency, frequency and sourcing. Once the IP to Geo is established, we rely on third-party partnerships with the largest and most respected offline data compilers to provide the targeting insight across thousands of segments.

## Use Our Data For:

- Targeting specific attributes established through years of offline data compilation
- Granular targeting across 300MM+ unique devices allowing for specific targeting with reach
- As an ideal standalone; however, it works well in conjunction with cookie-based solutions where reach & scale are not optimal



# Acxiom: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Demographic, Financial, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

## Acxiom Data 101

Acxiom is an enterprise data, analytics and software as a service company. We compile insights on known consumers and households to provide the most accurate, comprehensive, up-to-the-minute data available. This enables advertisers to understand, identify and target audience segments, whether the channel used to connect is online, mobile, television, email or direct mail. Our secret sauce is how well we ingest, clean, match, enhance and distribute diverse data sets at scale in a privacy-compliant way.

## Description of Data Types:

Acxiom brings the power of our industry-leading data brands to omni-channel marketing. Our proven balance of coverage and accuracy is essential to generate high quality consumer data.

**InfoBase** – Fact-based data collected on real people and households

**Personicx Lifestage** – Segmented households with similar family structure, financial means, motivations, interests and behaviors

**Audience Propensities** – Predictive models leveraging rich consumer insight sources and modeled against all consumers for accuracy and reach

Categories (for a full list see the BlueKai taxonomy)

- Automotive
- Business
- Charities and Causes
- Consumer Packaged Goods
- Demographic
- Financial
- And more...

## Collection Methodology:

**Widest Sources** – Accurate, actionable data compiled from a diverse network of credentialed, global data partners - using detailed purchase, survey, life stage, interests, and wealth inputs.

**Best Recognition** – Unparalleled ability to connect people across channels, time and name change at scale by linking our repository of offline data to the online world.

**Effective Analytics** – Predictive models applied against the full consumer population deliver optimal reach and accuracy by combining attitudes, motivations, intentions, and purchase considerations.

## Use Our Data For:

Leverage rich insights to reach, attract and retain relevant audiences across devices and channels.

- Create highly qualified audiences by mixing, matching and layering elements.
- Find look-alikes and extend reach with new prospect segments.
- Optimize offers and messages.
- Leverage data filters and apply suppression.



# AddThis: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Demographic, Financial, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

## AddThis Data 101

AddThis helps brands build more authentic customer relationships through insight, activation and personalization products powered by the AddThis Audience Intelligence (Ai) platform. AddThis Ai processes the real-time interest and intent data from 1.9B monthly uniques across 15M domains. AddThis' reach, combined with world-class data science and seamless integration across the marketing ecosystem, gives marketers and advertisers unprecedented transparency into target audiences and enhances their ability deliver effective personalized experiences across paid and owned media.

## Description of Data Types:

AddThis has intent-based segments, interest segments and includes social data segments. These high performance segments have great reach and scale in the industry. AddThis pinpoints in-market prospects that are the most likely to convert and are optimized and scaled using social and behavioral data. AddThis also models all the search, social and metadata with a full data science team. All data types are available to target international audiences in almost all countries. This data is used for every vertical (Auto, Retail, CPG, Travel, Financial Services), season (Holiday, Back to School, Mother's Day, etc.) and type of buy (Social, Direct Response, Branding).



## Collection Methodology:

AddThis sees observed and declared actions for each unique visitor on every page across our 15M site-strong publisher network. Our proprietary blend of observed (e.g., arriving on site from search, content on page, reading on article, scrolling, watching a video) and declared (e.g., click, like, share, follow, print) data yields a holistic picture of each user's true web habits, interests and preferences in real-time – providing unmatched audience insight and unparalleled audience segment quality and scale.

## Use Our Data For:

- Understanding how consumers in your CRM act across the web
- Reaching hard to find users with a specific interest or intent
- Marketing to your brand advocates & socially active consumers
- Finding users who are likely to convert by modeling your existing converters



# Adgnitio: A Buyer's Guide

**DATA TYPES:** Auto, Demographic, Financial, Retail, Social/Lifestyle, Travel

## Adgnitio Data 101

Adgnitio directly collects and analyzes the most comprehensive mobile dataset available in the market today. We factor behavioral patterns and clear intent signals, tied to browsing habits and deep-app usage analytics, into our complex algorithmic scoring model. The result is high-performing and impactful mobile audiences for today's modern marketers. Eliminate guesswork, know who you're reaching, and ensure your marketing budget goes further thanks to Adgnitio data and the power of mobile knowledge.

## Description of Data Types:

Adgnitio crafts mobile audiences focused on Intent & Interest, Lifestyle, Brand Affinity, Demographic Insights and App Insights.

- **Intent & Interest** – Users who have demonstrated acute interest or intent to purchase-related products/services
- **Lifestyle** – Audiences based on a combination of relevant behaviors and patterns focused around key lifestyle-group characteristics
- **Brand Affinity** – Users who have demonstrated high-interest and affinity with specific brands

- **Demographic Insights** – High-confidence demographic insights based on device and user signals
- **App Insights** – Installed app ownership and usage derived audiences

## Collection Methodology:

Adgnitio uses exclusive technology to collect user-permissioned, deep device-level data via our SDK. Datasets collected include a unique, full view of installed apps and browsing habits, coupled with frequency of usage and site visitation. This data then runs through a proprietary algorithmic scoring model to rank and weigh the results against the average user. We then use ultra-strict classification rules to tag users falling within the highest percentile into each relevant audience.

## Use Our Data For:

Adgnitio mobile audiences are crafted with today's modern marketers in mind. Use Adgnitio data to power all your mobile advertising and marketing needs across channels including:

- High-Performing Mobile Display and In-App Campaigns
- Mobile Site-Side Optimization
- Mobile Dynamic Creative Optimization
- Acquisition, Branding & App-Install Efforts



# Affinity Answers: A Buyer's Guide

**DATA TYPES:** Social/Lifestyle

## Affinity Answers Data 101

Affinity Answers observes 275 million global social media users daily who tell the world about brands they love. Active engagement uncovers brand connections, which are not always intuitive, such as GoPro fans who love BMW. Targeting BMW lovers likely to be receptive to GoPro ads extends digital campaign reach to relevant consumers providing additional scale. Affinity segments represent critical audiences between casual awareness and the expensive ad impression driving conversion into a sale.

## Description of Data Types:

Affinity Answers provides approximately 1,200 qualified consumer segments covering verticals such as Entertainment (including TV, Music, Celebrities, Sports, Movies, and Apps), Auto, Travel, Retail, CPG, and many others with audiences that are aware of your category and likely to engage, but do not have set brand preferences that would require conquering techniques. In addition, 79 TV Audience Extension segments, which are designed to digitally extend brands' TV ad efforts, are available.

## Collection Methodology:

Affinity Answers observes brand engagement activity across Facebook, Instagram and Twitter for over 40,000 brands. Comments, uploaded photos, retweets, etc. – not page likes or follows – reveal brands consumers want to engage and consider relevant. These affinities, mapped to Oracle BlueKai cookies, are organized into brand segments.

In TV Audience Extensions, TV ad occurrence data helps identify fans of shows who socially engaged with the brand during the flight, resulting in brand segments of ad responders.

## Use Our Data For:

- Extending reach to untapped audiences when the primary audience has been exhausted.
- Reaching competitors' prospects before loyalty is cemented
- Renewing interest for new products and releases.
- Reaching lifestyles/lifestages via entertainment segments fitting brands' broader vision.
- Driving digital conversion, increasing frequency among TV ad viewers (TV Audience Extensions)

# Aidata: A Buyer's Guide

**DATA TYPES:** Auto, Behavior, CPG, Demographic, Finance, Retail, Social/Lifestyle, Travel

## Aidata Data 101

Aidata is a smart data company that reduces information clutter for consumer, providing smarter audience buying decisions for agencies, DSP/ATD/SSP platforms and publishers. Our approach is to build a 360 degrees overview of the user performance in digital world.

### Description of Data Types:

- **Demographic** - a choice of 100% self-declared by user, or a high-quality look-alike with the confidence of no less than 75%;
- **Behaviour/Interests** - data gathered by analyzing user's actions throughout all possible resources on internet;
- **Purchase intents** - short-term data, collected from pages of particular interests. Data in these segments is renewed every single day to filter out users with satisfied intents. Intent validity is verified through the integrations with payment providers.

With the use of proprietary technology Aidata aggregates data from the extensive partner network and is able to provide insight into the audience of 700 million individuals worldwide. Our main advantage is flexibility and ability to create custom segments to satisfy customers' needs.

## Collection Methodology:

Aidata audience comes from a variety of sources that guarantee a 360 picture of user behavior. The main ones are:

- Publisher partners;
- Telco operators' data;
- Advertising platforms;
- Browser plugins, widgets, social networks, etc.;
- Offline and online payment providers.

We aggregate data from more than 600,000 domains. Our technology gives us the opportunity to analyze around 1.3 billion data points that form around 1700 audience segments.

## Use Our Data For:

Our Audience segments may be utilized for all verticals. Two distinct business cases for the use of our data are:

- clients are looking to reach large audiences with broad demographic or behavior targetings;
- clients are looking for a very precise audience to maximize campaign performance.



# ALC: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Demographic, Financial, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

## ALC Data 101

ALC Real World Data is different. It's built with fact-based, location-centered data. It provides a deeper understanding of the people you're targeting. It has no cookies to erase and can't be "cleared." ALC Real World Data is rooted in reality, and doesn't rely on inferences or faulty models. Our high-performing offline audiences are now available in the digital space with ALC Digital Audiences, and are proven to drive enhanced ROI for both B2B and B2C Brands.

## Description of Data Types:

Our ground truth data rises above scores, models and surveys to give marketers audience segments that get real results. WIP Audience Segments include:

- **Wealth Window** – The Nation's Top 1% of Consumers Based on Possessions, Positions & Proclivities.
- **ALC MD+** – Comprehensive Coverage of Healthcare Professionals by Specialty with Unparalleled Selectivity
- **ALC B2B** – Deep & Broad Access to Business Decision-Makers from Brand new and SOHO companies to Fortune 500 Corporations
- **Newborn Network** – New & Expecting Parents with a Multitude of Needs for their Growing Families



- **Political Precision powered by Aristotle** – Represents the most current & comprehensive voter data for campaigns and causes
- **Auto+** – Allows you to reach automobile, boat & motorcycle owners based on actual ownership records

We can also build customized segments utilizing hundreds of attributes for specific needs.

## Collection Methodology:

With over 35 years of experience working with major brands, ALC leads the data marketing industry building accurate audience targets by aggregating best-of-breed, ground truth data to deliver both precision and scale. ALC Digital Audiences' foundation is the postal or physical address, which serves as the anchor to link hundreds of personal attributes. Our audiences are built from multi-sourced, verified information about an individual, rather than imprecise scores, surveys, or models.

## Use Our Data For:

ALC Digital Audiences offer scale plus precision segmentation to reach powerful and influential audiences. Use it to drive results and awareness for travel, auto, financial services, consumer products, luxury merchandise, advocacy, philanthropy and more. More than 700 targeted audiences allow digital marketers to target with scale, while minimizing waste.



# Alliant: A Buyer's Guide

**DATA TYPES:** Auto, CPG, Demographic, Financial, Offline Match, Political, Retail, Social/Lifestyle, Travel

## Alliant Data 101

Alliant provides marketers with access to a unique source of predictive data, powerful data science and strategic insight into consumer behaviors. Utilizing actual multichannel transactional data—in combination with demographic, lifestyle, social and auto data—Alliant's digital audiences connect brands with responsive consumers across devices and platforms. Alliant audiences are successful for both branding and direct-response campaigns.

### Description of Data Types:

**Product Purchase** – Consumers with a proven track record of purchasing specific product types.

**Performance** – Detailed information on recency, frequency and payment history.

**Buyers with Social Interests** – Active multichannel purchasers with specific social media interests.

**Propensities** – Audiences with interests in specific categories and a high propensity to purchase.

**Movers, Homeowners & Renovators** – Audiences that are current homeowners or preparing to move.

**Auto** – Sourced from service departments nationwide and enriched with additional consumer purchase behavior.

**Demographic** – Diverse audience segments based on their various life stages, family composition and education.

**Composites** – Large-scale audiences combining product purchase, performance, demographic and lifestyle data.

## Collection Methodology:

Alliant aggregates data directly from hundreds of leading direct-to-consumer marketing brands, which is then transformed to create a unified view of consumer-purchasing behavior. Our database includes detailed behavior across 10 billion purchases, as well as demographic and lifestyle data on more than 270 million U.S. consumers.

## Use Our Data For:

Targeting consumers qualified and validated based on real purchase data and proven to be responsive to brand advertising and promotional offers.

# AmeriBaseDigital: A Buyer's Guide

## AmeriBaseDigital Data 101

Founded in 1994, AmeriBaseDigital, the interactive division of Lighthouse List Company, is a full-service, integrated marketing agency. AmeriBaseDigital's ability to bring in unique data as the exclusive marketer for several companies has allowed us to separate ourselves from other data providers. Specializing in Transactional data with a keen focus on Buying Behavior, AmeriBaseDigital's Consumer Packaged Goods (CPG) and Real Time Buyer files uniquely capture the purchasing behavior of large segments of the business and consumer population. The ability to drill down to any transaction within a dataset, equipped with the recency and scale of AmeriBaseDigital's offerings, provides a level of understanding of how your target audience ticks that is unsurpassed in the industry.

## Description of Data Types:

**Stradalli Performance Sports Marketing** – Brings you access to responsive sports fans across the U.S., including cyclists, extreme sports lovers, NASCAR enthusiasts, and NFL, MLB, NBA, and NHL fans.

**Way of Life** – Identifies the lifestyle attributes of over 100 million online responsive consumers. These segment consists of 100% online buyers. Available segments include New Movers, Travel & Entertainment, Pet Lovers and Health & Fitness.

**Consumer Packaged Goods (CPG) Buyers** – Actual consumers with credit cards who purchased varied products from various points of purchase and had these products delivered to their home address.

**New to market segments** include Goldleaf New Phone Connects & New Movers, Mister NonProfit Donor segments, Happy Birthday America segments and multiple ethnic niche segments.

### Collection Methodology:

Our daily engager data is the first step in the process of making the most current, accurate information available to our clients. After capturing an online engagement or transaction, we then layer in offline data that is meticulously verified and cleansed. The end result is a dynamic dataset that begins with an online engagement and is enhanced with unique, detailed offline data to give the most complete 360-degree view of a record possible.



# Analytics IQ: A Buyer's Guide

**DATA TYPES:** Auto, Creative Optimization, Demographic, Financial, Retail, Travel

## Analytics IQ Data 101

AnalyticsIQ is a dynamic, fast-growing marketing data and predictive analytics innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help you understand the who, what and why behind consumers and the decisions they make every day. Our accurate and comprehensive consumer database, PeopleCore, provides access to data attributes you can't find anywhere else. From demographics and affluence categories to psychological drivers and purchase predictors, marketers rely on our data to fuel personalized experiences across channels. Recognized as one of the "Top 100 Most Promising Big Data Solution Providers," AnalyticsIQ is headquartered in Atlanta, Georgia, and employs a team of industry veterans, data scientists and cognitive psychologists with more than 100 years of collective analytical experience. Our fast, flexible approach makes it easy to get started using sophisticated data to grow your business. For more information, visit [www.analytics-iq.com](http://www.analytics-iq.com) and follow us on Twitter [@AnalyticsIQ](https://twitter.com/AnalyticsIQ) and [LinkedIn](https://www.linkedin.com/company/analyticsiq).

## Description of Data Types:

- Demographics
- Consumer finance
- Psychological motivators
- Lifestyle interests
- Channel preference
- Donor behaviors
- Health & wellness
- Housing/Mortgage
- Geo-credit
- Occupation
- In-market
- Auto propensity
- Travel preferences
- Past purchases

## Collection Methodology:

AnalyticsIQ acquires data from dozens of sources (public and opt-in) and aggregates a proprietary file utilizing hundreds of statistical models.

## Use Our Data For:

AnalyticsIQ data has been successfully leveraged to drive better results in financial services, fundraising, publishing, travel, automotive and consumer products/services.



# Are You a Human: A Buyer's Guide

**DATA TYPES:** Behavioral

## Are You a Human Data 101

The Verified Human Whitelist™ data segment is designed to be layered on top of other targeting and data segments. It ensures that not only will each impression you buy will be served to a verified human, but also that you aren't paying a premium for fraudulent data.

Targeting Verified Humans increases ROI by up to 25% or more, increases viewability immediately, and eliminates money wasted on fraudulent data.

## Description of Data Types:

These users are Verified Humans.

Eliminate both Bot Fraud and Data Fraud by layering Verified Humans on top of other targeting and data segments.

Bots surf the Internet picking up cookies that make them appear to be high-value consumers. This includes third-party behavioral and demographic data, and also first-party data comprised of bots who pick up advertiser retargeting cookies. Layer the Verified Humans segment on top of these other data segments to eliminate this waste.



## Collection Methodology:

We identify Verified Humans by placing code on millions of sites. The code detects both human and bot activity on those sites. We analyze each user's natural behavior and collect hundreds of fingerprinting metrics to determine if the user is human. After a user has consistently been verified as human, they get added to the Verified Human Whitelist™ and are re-verified over and over again each day. Bots can't consistently look like humans on each page, so they're never added to the list. This dataset includes only Verified Humans.

This is the only way to ensure that a user is human, and that they stay human over time.

## Use Our Data For:

**Increase ROI** – Companies report that targeting campaigns to the Verified Human Whitelist™ increases ROI by up to 25% or more.

**Eliminate Data Fraud** – Bots surf the Internet picking up cookies that make them appear to be high value consumers. This includes third-party behavioral and demographic data, and also first-party data comprised of bots who pick up advertiser retargeting cookies. Layer the Verified Humans segment on top of these other data segments to eliminate this waste.

**Eliminate Non-Human Traffic** – Serve ads only to Verified Humans, eliminating non human traffic. See improvement in reports you get from verification companies.

**Viewability Optimization** – Campaigns targeted to verified humans see an immediate increase in viewability. Test campaigns achieved 80% viewability as measured by verification companies - without optimizing for viewability.



# Blue Kangaroo: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, Demographic, Financial, Political, Retail, Season, Social/Lifestyle, Travel

## Blue Kangaroo Data 101

Blue Kangaroo ("The Roo"):

- Builds ongoing shopping profiles on each consumer
- Organizes the resulting buying intent, preferences and context data into segments
- Sells these audience segments to marketers
- The Roo acquires data by giving consumers a free personal shopping service in exchange for permission to build a shopping profile. The profile collects an average of 60+ new shopping events/month from a consumer's shopping activity (mobile/PC) in browser and The Roo app.

## Description of Data Types:

Blue Kangaroo provides demographic information as well as affinity rankings for over 2,000 brands and 240 categories from airline travel to women's shoes. The Blue Kangaroo Interest Scoring System ("BLISS") provides a score for the user's buying intent for these brands and categories. The level of interest is based on the recency, intensity and frequency of the users' activity associated with the brand or category. Our shopping data covers all retail shopping categories.

A sampling of the 240+ audience segments includes:

- Apparel (men's and women's)
- Automobile
- Baby
- Books
- Electronics (cameras, cell phones, computers, tablets, etc.)
- Financial Services

## Collection Methodology:

Blue Kangaroo provides a free, personalized shopping service in exchange for receiving permission to collect data from all of the shopping activity conducted on our users' mobile and desktop browsers. With this permission, collected URL data show where The Roo's users shop, as well as the products they view. From this data shopping are constructed profiles that provide unprecedented insight into the users' buying intent by scoring the their interests.

## Use Our Data For:

### Audience Activity

- Segmentation and targeting
- Product/content and offer customization
- Analytics and reporting

### Use Cases

- Brand and product-level affinity
- High product intent
- Belong to a particular demographic
- Cross-brand marketing
- Life stage marketing



# Bombora: A Buyer's Guide

**DATA TYPES:** Analytics, Auto, B2B, Behavioral, Data Access, Demographic, Financial, International, Offline, Partner Initiated ID Syncing, Travel

## Bombora 101

We are the premier provider of Demographic and Predictive Intent Data solutions for 1,000+ of the world's leading B2B marketers and publishers. Our demographic profiling and patent-pending Content Consumption Monitoring technology provides the only B2B predictive and demographic data platform in the market. Bombora adds scale and empowers B2B marketers to reach new audiences with precision. Our combination of Demographics and Predictive Intent Data is the best solution in market.

## Description of Data Types:

We own the largest predictive data pool with more than 4 billion interactions on 400+ million professionals profiled per month.

### B2B Intent Data

Bombora is fully focused on the B2B user. Our widespread contributory B2B data partner network allows us to aggregate Predictive Data to enable our clients to track, score, and bucket B2B unique buying "intent" based upon their multiple on-line business interactions.

## B2B Demographic Data

Our demographic data is categorized by Company Size, Company Revenue, Functional Area, Industry, Roles and Professional Group, which totals more than 250 segments.

### Collection Methodology:

Bombora captures and aggregates non-PII data for Demographic and Predictive Intent marketing use cases.

**Demographics** – We tag our B2B publisher and partner network so that we collect and convert site visitors into demographic segments.

**Predictive Intent** – We are the largest aggregator of B2B Predictive Data. We tag and monitor the consumption of content across the B2B web, and organize the topics that B2B Professionals research into more than 60+ scalable Predictive Signals.

### Use Our Data For:

Our B2B data arms marketers to find and target professionals with relevant messages wherever they travel on-line. Activating our data will arm marketers, publishers, partners, agencies and trading desks to execute numerous marketing cross-channel initiatives including the following use cases:

- Ad Targeting
- Custom Segmenting
- Site-Optimization
- Analytics



# CACI: A Buyer's Guide

**DATA TYPES:** Auto, Demographic, Financial, Offline Match, Retail, Travel

## CACI 101

CACI has a more than 40 year heritage in data management, segmentation and technology solutions. Using data-driven insight, we help organizations understand, identify and intelligently interact with consumers. We are known for the depth, accuracy and value of our data and have the most comprehensive consumer database in the UK. This provides organizations with unrivaled insight and marketing access to UK consumers and enables brands to target consistently across traditional and digital channels.

## Description of Data Types:

### Acorn

CACI's powerful consumer classification segments the UK population at postcode level. By analyzing demographic data, social factors, population and consumer behavior, it provides detailed information and an understanding of different types of people.

### Fresco

Fresco is CACI's powerful financial services segmentation. Using GfK's Financial Research Survey and CACI's own wealth of data, it describes

individuals in terms of their financial product holdings, attitudes, lifestage, affluence and digital behavior.

## **Ocean**

Our database of the UK population is the most comprehensive in the industry. With 450+ lifestyle and demographic variables, it covers everything from contact details, income, financial products owned and charities supported through to media consumption, digital interaction and channel preferences.

## **Collection Methodology:**

CACI processes over 1 billion data points every year, sourced from over 75 different data providers. Research surveys, open data, government data and many other sources are collated together to create our data products. Using the combined data sources, models are built to provide propensity scores for each of the 450 variables across every individual of the UK. These models are then validated against independently drawn samples and aggregated views of the UK to ensure accuracy.

## **Use Our Data For:**

Data-driven insight and strategies to improve selections and targeting of relevant audiences for multi-channel retention and acquisition campaigns.

- Overlay various selections from a wealth of demographic, lifestyle, financial and attitudinal variables for truly targeted audience selections
- Target 'lookalike' customers
- Suppress current customer base to alleviate marketing wastage



# Compass: A Buyer's Guide

## Compass 101

Compass specializes in the creation of B2B information solutions with a strength in site level information compilation, verification and segmentation. Compass offers standard statistics such contact name, contact title/function, contact email address, employee size, sales volume, small business, home business, company URL, etc. All data is resourced and verified with each monthly update.

## Description of Data Types:

- Financial Services (Credit Cards, Investments, Risk Management)
- Computer and Office Supply
- Small Office/Home Office
- Telecommunications/Mobile/Cable
- Business Analytics
- Customer Database Enhancements/Segmentation
- CRM
- Ad Display
- Geo Targeting
- Business Seminars
- Non-profits



## Collection Methodology:

The Compass U.S. Business Digital database is compiled monthly. Geo includes all the U.S.. Sources include online/offline directories, SEC filings, BBB, new business registrations, government directories, trade journals and proprietary sources. Record acceptance is based on Compass's proprietary PAC requirement: (1) Prerequisite—origination sources must be updated/published within 30 days, (2) Acceptance—each record is verified by a minimum of three sources, and (3) Classification—apply SIC code to each record using verified proprietary sources or assigning the SIC using established business rules for inferring the business category.



# comScore: A Buyer's Guide

**DATA TYPES:** Auto, Financial, Mobile, Travel

## comScore Data 101

comScore is a leading cross-platform measurement company that measures audiences, brands and consumer behavior everywhere. Built on precision and innovation, comScore's data footprint combines proprietary TV, digital and movie intelligence with vast demographic details to quantify consumers' multi-screen behavior at massive scale. This approach helps media companies monetize their complete audiences and enables marketers to reach these audiences more effectively. With more than 3.2K clients and a global footprint in more than 75 countries, comScore is delivering the future of measurement.

## Description of Data Types:

comScore TV consumption insights include:

- 250+ TV Networks
- TV Dayparts
- TV Show Genres
- Movie Genres
- Live TV Events
- OTT Consumption Levels\*

- Custom TV Segments including Series, Ad Occurrence & Telecast

\*Coming Soon!

## Collection Methodology:

Massive, passively collected cross-platform data allows you to reach consumers on digital based on their TV and over-the-top (OTT) consumption. Based on census measurement of 75MM televisions in 35MM+ homes nationwide, covering 99 percent of all U.S. ZIP Codes, comScore provides highly granular and stable data for improved campaign performance.\*\*

\*\*TV and household coverage after additional partner integration in estimated Q1 2018. OTT consumption data is based on comScore Total Home Panel™ measurement.

## Use Our Data For:

- Building TV advertising with strategic digital follow-up to increase campaign reach and frequency
- Extending available inventory to reach relevant audiences across platforms
- Improving competitive share of voice by targeting your competitors' audiences



# comScore TV: A Buyer's Guide

**DATA TYPES:** Auto, Demographic, Financial, Offline Match

## comScore TV Data 101

comScore TV (formerly Rentrak) is the entertainment industry's premier source for measuring who is going to the movies and who is watching TV across every screen—every day, every second, everywhere. By collecting viewing information from tens of millions of televisions with actual consumer behavior and purchasing information, only comScore TV provides the stable and robust audience measurement and targeting services on which industry professionals have come to rely to precisely measure what consumers are watching.

## Description of Data Types:

comScore TV makes 301 television audience segments available for digital ad targeting. These 301 syndicated audiences are based on genre, daypart and a single network definition for each of the ~250 networks comScore TV reports.

- **Daypart segments** – Daytime, Early Fringe, Early Morning, Late Fringe, Overnight, Prime and Prime Access.
- **Genre segments** – Action/Adventure, Animation, Comedy, Cooking, Documentary, Drama, Educational, Foreign Language, Game Show, Home & Garden, Kids, Movies, Music, Horror, News, Paid

- Programming, Politics, Reality, Science Fiction, Soap Operas, Sports, Talk, Travel, Variety and Home Shopping.
- **Network segments** – comScore TV provides data on more than 250 broadcast and cable networks. A complete list of networks is available through Oracle BlueKai.

Custom segments are available outside of the Oracle BlueKai marketplace and your Oracle or comScore TV representative can help you.

## Collection Methodology:

comScore TV precisely measures and reports TV viewership, using second-by-second intelligence collected from more than 36 million televisions. By integrating TV viewing information with consumer segmentation systems, syndicated consumer behavior and other transactional sources, comScore TV empowers stakeholders—agencies, advertisers, and television networks—to direct the right message at the right audience.

## Use Our Data For:

- Extending the reach or frequency of your existing television campaign in the digital market
- Maximizing your cross-screen marketing by taking advantage of this data and technology
- Use the brand and awareness power of television and take advantage of digital targeting to maximize your media investment



# Connexity: A Buyer's Guide

**DATA TYPES:** CPG, Demographic, Retail, Seasonal, Server-Side Data Transfer Enabled, Social/Lifestyle

## Connexity Data 101

Connexity (formerly Shopzilla) is a data-driven, marketing-solutions company with 15+ years of e-commerce and media experience. The company operates one of the world's largest retail marketplaces, with over 155MM product listings indexed and published for online shopping across the globe. Leveraging its premium online retail network, proprietary technology, and advanced audience modeling, Connexity helps brands and retailers find and target the right audiences on any device.

## Description of Data Types:

Connexity offers pre-built and custom audiences to drive performance and reach across the following segment types:

- **CNX In-Market** (Active online shoppers in all major retail verticals)
- **CNX Lifestyle** (Consumers with consistent shopping behavior – Household CEOs, DIYers, Fashionistas, Tech Enthusiasts, etc.)
- **CNX Life Stage** (Personas identified by combining shopping and declared demographic data – College Millennials, Getting Married, New Parents, etc.)

- **CNX Seasonal** (Ready-to-buy audiences for your promotional calendar – Super Bowl, Mother’s Day, Back-To-School, Black Friday, Christmas, etc.)
- **CNX Demo** (Self-declared profile data: Gender, Age, HHI, Children, Education, etc.)
- **CNX Custom** (Modeled audiences driven by client pixel data, client CRM data, etc.)

## Collection Methodology:

Connexity leverages first-party proprietary data from its online retail network to create premium audience segments. Connexity collects observed shopping behaviors for active shoppers including category, brand, and product information, as well as declared demographic data from online buyers. Modeled data leverages a graph technology that combines shopping, demographic, technographic, geographic, and site data.

## Use Our Data For:

Clients leverage Connexity data to target consumers at various stages on the path to purchase. Brands look to Connexity to drive high engagement levels from unique audiences. Retailers tap Connexity to target prospects and drive sales. Connexity delivers results across the funnel.

Many Connexity audiences are only available via the Private Data Marketplace within Oracle BlueKai.

Reach out to your account manager to access Connexity’s complete suite of audience offerings.



# Cross Pixel: A Buyer's Guide

**DATA TYPES:** Auto, B2B, CPG, Financial, Retail, Seasonal, Telecommunications, Travel

## Cross Pixel Data 101

Cross Pixel is the leading provider of high-performance audience data for the real-time advertising industry. Our mission is to provide the highest quality data to help marketers improve campaign performance. Utilizing Cross Pixel's proprietary data management technology, audiences are built with granular and transparent control over where users are harvested and how they qualify to be targeted. This approach drives performance while giving advertisers insight and confidence of authenticity around the data powering their campaigns.

## Description of Data Types:

**In-Market Shopping Segments** – 500+ standard in-market shopping segments identifying users actively shopping for a specific product or service.

**Audience Profiles** – 450+ psychographic audience profiles identifying users based on a variety of indicative behavioral actions these users make across the web.

**B2B Data** – 100+ segments identifying people who work for companies across all industries, as well as individuals who work in a variety of functional areas across industries.



**Custom Targeting** — Cross Pixel creates custom audiences that identify each unique advertiser's best prospects to target for any given campaign objective. Custom audiences target brand and competitive conquering keywords and/or behavioral traits.

## Collection Methodology:

Cross Pixel has developed exclusive partnerships with over 3,000 leading eCommerce, transactional and information web sites, to harvest more than 8 billion data points per month on over 500 million active web surfers.

Cross Pixel's data acquisition strategy is focused on mid- and long-tail sites. Through exclusive partnerships, Cross Pixel harvests an array of unique data points, which are utilized to provide granular information about users' online behaviors.

## Use Our Data For:

Cross Pixel's data is used to target audiences at each stage of the purchase funnel. Our proprietary audience building tool Audience Calculator creates custom audiences for advertisers based on the unique online behaviors of their target customers. Audiences are optimized in real-time, ensuring that advertisers always target the right audience.

"Our mission is to provide the highest quality data to help marketers improve campaign performance."



C U E B I Q

# Cuebiq: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, Demographic, Financial, International, Mobile, Retail, Seasonal, Social/Lifestyle, Travel

## Cuebiq Data 101

Cuebiq is a next generation business intelligence company that allows clients to glean unparalleled real-time insights about real-world consumer behaviors and trends. Using its data intelligence platform, Cuebiq provides geo-behavioral audiences for cross-platform ad targeting, offline attribution analysis, and offline location analytics, by tracking and analyzing time spent by users at points of interest across the globe.

## Description of Data Types:

AudienceQ allows advertisers to target consumers based on offline behavior and purchase intent, by providing access to 1,000+ geo-behavioral audiences across key advertising categories (e.g., Retail, Auto, QSR, Lifestyle, Travel, Financial Services, etc.).

Cuebiq's audience segments include:

- Geo-Behavioral audiences: target consumers based on offline behavior and purchase intent - *e.g., Frequent moviegoers, Moms, In-market Auto buyers, etc.*
- Brand Specific audiences: target specific brick & mortar stores and brands - *e.g., AMC moviegoers, Target shoppers, McDonald's frequent diners,*

*Home Depot shoppers, etc.*

- Branded and custom audiences can be created for specific advertisers.

## Collection Methodology:

Cuebiq persistently collects mobile users' verified data sets directly from partner apps via SDK, by analyzing a combination of GPS, Wi-Fi, and beacon signals, a methodology that provides the highest data quality in the marketplace. All information is analyzed and stored using non-identifiable advertising ID, respecting users' privacy.

Cuebiq's unique ability to analyze visit frequency and time spent at each location ensures the most accurate representation of consumers' offline behavior and purchase intent.

## Use Our Data For:

AudienceQ data is perfect for you if you are looking to:

- Drive campaign performance and increase ROI
- Target users based on offline behaviors and purchase intent
- Use segments for cross-platform campaigns. AudienceQ is available for all campaigns (cross-device, desktop only, mobile only) and creative (display, video, rich media).



# Datacratic: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, CPG, Creative Optimization, Geo, Modeling, Retail, Seasonal, Social/Lifestyle, Telecommunications, Travel

## Datacratic Data 101

Datacratic is a software company that applies machine learning and predictive modeling to real-time data generated from consumer behavior. Datacratic provides this machine learning and optimization software to Data Management Platforms (DMPs), Demand Side Platforms (DSPs), Agency Trading Desks (ATDs), E-Commerce Web Sites and others in the real-time marketing ecosystem.

## Description of Data Types:

Datacratic's modeled look-alike segments are made up of users who have a high probability to convert to your campaign objective. Using a combination of your first-party data, and Oracle BlueKai's third-party data users are assigned probability scores. Users with the highest scores are identified by a Oracle BlueKai segment ID and made available for targeting through your preferred media partner.

## Collection Methodology:

Datacratic does not actually collect data. The Datacratic business model uses your first-party data, combined with Oracle BlueKai's third-party data, to feed multivariate, nonlinear models. These models are intended to create a causal relationship between the signals and events inherent in your data and your conversion objective. Datacratic's models are intended to predict future behavior and identify your best prospects.

To accomplish this, Datacratic uses algorithms that learn from both the presence and absence of segments in a user's profile. Datacratic also relies on the temporal information, meaning the recency and frequency of segment membership, as core components of the models.

Models are retrained and users are rescored on a daily basis using Datacratic's online adaptive learning system, thus your modeled segments are constantly improving.

## Use Our Data For:

Datacratic look-alikes are ideal for identifying and targeting lower funnel prospects. Datacratic modeled segments tend to perform better where the purchase consideration cycle is at least 1 week or longer.



# DataLab: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Demographic

## DataLab Data 101

At DataLab Digital Advertising, we combine technological expertise with a deep understanding of both online and offline direct marketing. We offer the best of both worlds—a deep knowledge of industry best practices and a commitment to continual innovation. Our award-winning data solutions are based on proven methodologies and keen analytical insight. We offer a mix of proprietary and specialty sourced data utilizing our extensive (and growing) network of key partnerships across the data industry.

## Description of Data Types:

DataLab offers access to multiple data solutions to meet a wide variety of marketing needs. We use over 2,500 data attributes to provide timely and actionable information to target better results. Examples of data that we offer include:

- Vehicle Owner Data
  - » Type of Vehicle (Auto, Motorcycle, Boat, RV)
  - » Make
  - » Model
  - » Owner Demographic Information

- Insurance
  - » Likely Insurance Renewal and Expiration Dates
- Business Data
  - » Location
  - » Size
  - » Industry
  - » Sales
  - » Home Based or Non-Home Based
- Pre-Mover Listing Data
  - » Listing Type
  - » Listing Date
  - » Location
  - » Property Type
  - » Property Description

## Collection Methodology:

DataLab utilizes strict quality control procedures to ensure that our data is timely and accurate. We compile data from online and offline data collectors and brokers, license data feeds, collect public records, and then aggregate and normalize these records. Once we receive data, it goes through our proprietary DLink™ process that verifies and cleans the names and addresses. This innovative process also compares data across our various sources, ensuring that it meets our quality standards.

## Use Our Data For:

Your consumer data and analytics are the key to reaching your business goals—from increasing profits to improving customer loyalty. Typically, marketers have used our data to target segments for increasing response and sales while reducing risk in acquisition programs, retargeting, cross-selling and up-selling customers, retention efforts, and win-back campaigns.



DATALINE

# Dataline: A Buyer's Guide

**DATA TYPES:** Auto, Demographic, Financial, Mobile, Modeling, Seasonal

## Dataline Data 101

Dataline is a leading provider of consumer information, intelligent analytics, and smart modeling applications; offering over 150 pre-built digital audience segments. Our data passes rigid quality control measures to ensure information accuracy.

Dataline specializes in providing marketers customized insights utilizing its proprietary database of 240 million individuals combined with over 1700 highly predictive data variables. Our data mining approach allows us to provide a custom solution for your omni-channel marketing campaigns.

Our digital offering has over 120 million individual consumers with the ability to build and create your own customized digital segments to meet your advertising needs.

## Description of Data Types:

The Dataline consumer database has over 250 million individuals segmented into 150+ pre-built digital audience segments. Updated monthly, we offer:

- Transactional Buyer Audiences
  - » Back to School
  - » Bargain Shoppers
  - » Apparel



- » Men's Big & Tall
- » Men's Apparel
- » Women's Petite Size Apparel
- » Women's Plus Size Apparel
- » And many others...
- Demographic Data; Age, Income, and Generational
- Automotive Data; Make and Year of Automobile
- Credit Card Holder Data
- Magazine Subscribers by Type
- Enthusiasts/Lifestyle Data
- Donor Causes
- Purchasing Interests: Auto, Home Décor, Cooking, Beauty, Diet, Entertainment, and many others...

## Collection Methodology:

The Dataline Database is sourced from actual purchasing transactions. Our data resources are secured through licensing arrangements with blue chip companies offering monthly transactional data. Our specific segmentations are available exclusively through Dataline. Dataline is offline sourced and onboarded through a partnership arrangement. With close to 300 million individuals – we can offer your advertiser insight and scale.

## Use Our Data For:

- Online audience targeting campaigns
- Custom segments
- Products sold through major brands
- National branding campaigns
- Mobile campaigns
- Omni-Channel marketing campaigns
- Product development
- Consumer insights

# Data Mentors: A Buyer's Guide

**DATA TYPES:** Auto, Demographic, Financial, Offline Match

## Data Mentors Data 101

Data Mentors is a builder of primary content. Our data is insightful, with a focus on accuracy, time to market, and value to the brand advertiser. Data Mentor's unique content addresses multiple segments from Retail and CPG to Automotive, Insurance, Financial Services, Telecom and Travel to Healthcare. Any of our segments can be customized to your brands, and at any time.

## Description of Data Types:

**Data Mentors New Mover Data:** Built from the ground up- deed filings, mortgage filings, wrapped with new connect and new installation information. Our data is corroborated against multiple consumer data sets to insure that they are actually NEW MOVERS. New Movers can be categorized by age, income, home value, and custom segments including lifestyle attributes.

**Data Mentors Auto** is not modeled or self-reported. We know what is in the driveway and what is on the dealer's lot. Segments by lifestyle: 'mini-vans'- 'luxury brands'- 'outdoors and heavy load'- by make and model, age, income, year purchased and decision dates based on purchase year.

## Collection Methodology:

Data Mentors New Movers are based on deed filings, mortgage filings and wrapped with new connect and installation information. The data corroborated against multiple consumer data sets to insure that they are actually NEW MOVERS.

Data Mentors Auto is not modeled or self-reported. The data is derived from Dealers, Service Centers, Bays and Co-Registration. For accuracy Dealer lot data serves as a trigger to update VIN's clearly defining what is in the driveway or garage.

## Use Our Data For:

New Movers /New Homeowners spend more in the first 6 months on new cars, insurance, home security, home lawn care, new technology- computers, home entertainment, banking, telecom, broadband, insurance; than in the next 3 years.

Auto Data used by OEM's, large dealers, insurance, banks and finance companies, aftermarket, fuel brands, tires.



# Datamyx: A Buyer's Guide

**DATA TYPES:** Auto, Financial, Offline Match

## Datamyx Data 101

Datamyx is a leading provider of data-driven marketing solutions primarily serving the financial services, automotive and insurance verticals in the United States. We offer a unique, multi-sourced repository of over 4,000 data points, including over 40 proprietary insight scores. For over 17 years, direct marketers have benefited from our powerful combination of multi-source data, analytics and technology to help marketers find, convert and grow customer relationships.

## Description of Data Types:

Datamyx provides digital audience segments with a focus on the finance, automotive and insurance categories. Our automotive audiences are built from a database of comprehensive auto ownership insights, matched to VIN and Black Book valuation, and acquisition date. The auto dataset includes over sixty makes and hundreds of models, and digital segments are further optimized based on consumers more likely to respond to automotive ads. Financial audiences include consumers likely to act on mortgage-related, bank card, liquid asset-driven and other financial product ads. Insurance segments include consumers likely prepared to respond to home and auto insurance offers.

## Collection Methodology:

In adhering to strict privacy principles, Datamyx's data is built entirely from the modeling of non-sensitive, offline consumer information and onboarded (i.e. matched to anonymized cookies/IDs) to enable accurate digital ad targeting. We leverage over 4,000 data points from proprietary sources, and over 40 proprietary insight scores to build audience segments. We further optimize segments based on consumers who are more likely to respond to ads/marketing offers.

## Use Our Data For:

Datamyx's data is appropriate for mid- and upper-funnel campaigns. The data is ideal for marketers seeking to reach consumers likely to respond to financial, automotive and insurance-related offers. Our consumer insights are accurately built based on offline (real world) ownership information and activity (e.g., automotive brand/category ownership, bank card affiliation).



# DataXpand: A Buyer's Guide

**DATA TYPES:** Auto ,B2B, Behavioral, CPG, Demographic, Financial, International, Mobile, Retail, Seasonal, Social/Lifestyle, Travel

## DataXpand Data 101

DataXpand is an International Audience Marketplace with truly global scale and reach. DataXpand provides rich data from previously untouched markets including Europe, Brazil & Latin America, as well as U.S. data.

Through our premium publisher partners, we create the best and most reliable audience clusters based on how users browse, search, and show interest or intent. Within our data sets consideration for language, age, and gender are top priority. Also available are custom segments & seasonal audiences.

## Description of Data Types:

DataXpand provides access to over 170 audience clusters grouped into the following categories:

- Demographics
- Interest
- Intent
- U.S. Hispanics – Interest
- U.S. Hispanics – Intent
- Seasonal Audiences

- Custom Audiences

Examples include:

- Automobile Intenders
- Travel Intenders, Business & Finance
- U.S. Hispanics Interest and Intent
- Male & Female Audiences
- Fashion & Beauty
- CPG
- Credit Card Holders & Online Shoppers
- Sports Fans: Football, Soccer
- Parenting/Presence of Children
- Technology Enthusiasts, Cell Phones, Computer Intenders
- Real Estate Intenders
- And many others...

## Collection Methodology:

DataXpand collects online data through our premium publisher partners. We strive to create the best and most reliable audience clusters based on the following:

- Interest and Intent, ie: A user reading about the launch of new Ferrari has Interest in cars. An individual who visited “cars.com” or similar looking for a specific vehicle, maybe “Audi A4”, and contacted the seller is categorized into Intent to purchase luxury cars.

Plus:

- Browsing Behavior
- Search Retargeting
- Social Media Usage
- Offline Data
- All non-PII Data

## Use Our Data For:

All DataXpand audience segments are updated in real time and last between 15 to 30 days. Our segments are best used for Web and Mobile (branding or performance) campaigns that aim to improve response rates, conversion and brand recognition.



# DeliDataX: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, Demographics, Financial, International, Social/Lifestyle

## DeliDataX Data 101

DeliDataX is a data network with focus in Latam and Spanish markets. We use a wide set of sites to collect our data, enabling advertisers to improve their campaigns by targeting extremely optimized audiences. Our partners provide categories that have high affinity with Comscore, with a focus in Spain and Latam. Our data has been repeatedly and successfully benchmarked for our clients and their brands.

## Description of Data Types:

DeliDataX delivers intent-based segments and interest segments, as well as social data segments. We have particular strengths and focus on SME's, entrepreneurs and sociodemo, where our publishers have proven relationships with their visitors. We also offer a wide segment of directory services for SME's, Real Estate, Leisure, Finance and Parenting verticals, including:

- **Sociodemo** (registration data)
- **Interest** (behavioral)
- **Intent** (behavioral)
- **B2B** (behavioral)



## Collection Methodology:

Our data has a high affinity with our segments of focus, and is refreshed on a routine basis. Our data acquisition is based on a very strong relationship with mid -sized and large vertical websites. These websites are independent, meaning they have no affiliation to a specific brand. This provides DeliDataX reliability, in that all of our data comes only from main websites, the most trusted source.

DeliDataX data segments have the following refresh times:

- **Demo** (45 days)
- **Interest** (15-30 days)
- **Intent** (5-10 days)

## Use Our Data For:

DeliDataX categories help advertisers grow target audiences, convert prospects and increase ROI. Our high affinity matching with Comscore helps to develop eGRP strategies. Further, DeliDataX data provides powerful predictive audiences to recent category buyers.



# Dun & Bradstreet: A Buyer's Guide

**DATA TYPES:** B2B, Offline Match

## Dun & Bradstreet Data 101

Dun & Bradstreet is the world's leading source of commercial and business insight. Powered by a global database of 240 million business records, our propriety D-U-N-S number and DUNSRight quality process, data integrity is the foundation of all of our solutions.

This rigor and expertise now extends to digital marketing via our best-in-class Audience Solutions. Leveraging D&B's assets and quality assurance processes enables us to provide a range of digitally addressable audiences for B2B marketers.

## Description of Data Types:

Dun & Bradstreet Audience Solutions provides over 150 actionable audience segments to suit a range of B2B online targeting needs. These segments include:

- Company
  - » Employee size, revenue size, maturity
- Industry Classifications
  - » SIC and NAICS industry categorizations
- Functional Area
  - » Area of responsibility and domain expertise

- Seniority
  - » Business or equivalent organizational seniority
- Decision Makers
  - » IT, Financial and business decision makers

## Collection Methodology:

Dun & Bradstreet aggregates, curates and synthesizes over 30,000 data sources globally, including contact-level data made available on an anonymous basis to customers for offline sales and marketing. Audience Solutions takes that process a step further, bringing offline data online, using methods compliant with the highest standards of PII protection and privacy. Audience Solutions continually discovers, evaluates and harmonizes new data sources, leveraging proprietary technology to offer continually expanding addressable audiences for the B2B marketer.

## Use Our Data For:

For the B2B marketer, Audience Solutions data provides a powerful facility to discover, engage and verify professional audiences online through programmatic and non-programmatic buying, and on-site visitor engagement. For direct response or awareness, use our digital audience data to eliminate waste when seeking high-value, hard-to-reach audiences in digital channels.



# Edmunds: A Buyer's Guide

**DATA TYPES:** Auto, Financial, Mobile, Retail, Travel

## Edmunds Data 101

Edmunds delivers an unsurpassed depth and breadth of superior, unbiased automotive content to in-market shoppers, automotive enthusiasts and automotive lifestyle consumers. Our vast collection of pricing, ownership costs, vehicle ratings, road tests, and future vehicles have made our site a "must visit" destination for informed automotive consumers. Edmunds empowers advertisers to reach these highly valued in-market consumers and organizes them into interest groups, such as body style, make and model.

## Description of Data Types:

Edmunds data is designed to be actionable with defined segments based on a consumer's interest. At the highest level, advertisers can reach new and used in-market researchers. Going deeper, consumers are organized into body type, make and model segments. Examples include; SUV researchers, Honda researchers and Honda Accord researchers. This data is easily applicable to all media-buying tactics and is shown to perform across other industries, including financial services, insurance, travel and luxury shopping.

## Collection Methodology:

Edmunds deploys data collection technology on every page of the website. Research behaviors such as reading articles, model reviews, looking at

model specifications and viewing photos are recorded to populate interest segments. The Edmunds powered by Oracle audiences are enhanced to provide greater scale by applying Oracle Data Cloud's reach extension capabilities. These audiences are tested against the most important measures of performance to marketers – shopping engagement and vehicle sales. More advanced segments, based on research behaviors and specific shopping intent events, are available in the Private Data Marketplace on request.

## Use Our Data For:

- Targeting a valuable “in-market auto” audience throughout the web at scale
- Staying in front of your audience as they make their auto purchase decision
- Finding a highly valuable consumer who owns a home, loves to shop & has a high household income



# Evite: A Buyer's Guide

**DATA TYPES:** Behavioral, Seasonal, Social/Lifestyle

## Evite Data 101

With more than 22 million registered users and over 25,000 invitations sent each hour, Evite is the top online invitation and social planning website.

Select your invitation design, add your guests' email addresses and send via email. Done. You choose the invitation features you want, and your guest replies are tracked automatically so you always have an accurate headcount.

## Description of Data Types:

Our data sets are pulled from by Evite hosts and guests data. Evite data sets include the following segments:

Segment	Defined as Host or Guest of:
Presence of Child in Household	Kids Birthday, Babys first Bday, Kids Corner, Kids themes, Halloween for Kids
Age of Child in Household	Title scrape for numbers (1st, first, First) in Host of Bday for Kids, Age assumed to be 1 for Host of Baby's first
Recent Movers/ Furnishers	Housewarming Party
Bride	Save the Date
Wedding Attendee	Wedding/Engagement, Bridal Shower, Bachelor, Bachelorette Party, and Save the Date
Pre-Natal/ Expecting	Baby Shower

<b>Segment</b>	<b>Defined as Host or Guest of:</b>
Upcoming Birthday	Upcoming Birthday, Birthday for Her, Birthday for Him
Recent Graduate	Graduation
Sports Enthusiast	Sports/Leagues
Home Entertainers	Hostess Party, Dinner Party, Cocktail Party, House Party, BBQ/Pool Party, Pot Luck, Game Night
Travel Intenders	Trips/Getaways
Halloween	Halloween Party
Winter Holidays	Winter Holiday Party
Super Bowl	The Big Game Party
Thanksgiving	Thanksgiving Feast
Religious	Religious Event
Alcohol Enthusiast	Girl's Night, Guys Night, Cocktail Party, Bachelor, Bachelorette, Night on the Town
Food Enthusiast	Dinner Party, Potluck, Brunch/Lunch, BBQ

## Collection Methodology:

Data is logged around any discreet event attendee (host/ guest, occasion, location, etc.). Inferences are made based on the criteria specified above.

## Use Our Data For:

Use Evite data for demographic augmentation or purchase intent. The value of Evite data is that our users have taken a direct action to indicate where they will be and what they will be doing at a date in the future.



# Experian & Experian UK: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Demographic, Financial, Purchase, Psychographic and Attitudes, Mortgage and Property, Lifestyle, Travel

## Experian Data 101

Experian Marketing Services is a leading global provider of consumer insights, targeting, data quality and cross-channel marketing. We help organizations intelligently interact with today's empowered and hyperconnected consumers. By helping marketers identify their best customers, find more of them and then coordinate seamless and intelligent interactions across the most appropriate channels, Experian clients can deepen customer loyalty, strengthen brand advocacy and maximize profits.

## Experian's Description of Data Types:

Experian's vast inventory of more than 2,000 audience segments provide marketers with proven, high-performing options when selecting their best audience based on their unique business and campaign goals. Our most commonly used data segments include:

**Demographic** – Consumer audiences such as age, gender, income, occupation, ethnicity, homeownership and education. Use them on their own or in combination with other segments to fine tune your audience.

**Auto** – Consumer audiences that include highly predictive make/model-level auto ownership audiences, auto in-the-market and auto propensities.



**Financial** – Consumer audiences based on aggregated credit behaviors, lifetime value, likely profitability and highly regarded Financial Personalities and Consumer Financial Insights.

**Housing Attributes** – Consumer audiences, based on mortgage and property dates, allow you to target important factors such as estimated monthly mortgage payment, estimated equity or estimated current home value.

**Life Event** – Consumer audiences based on recent marriage, child births and home purchases are triggers with specific needs for products and services. With life-event audiences, you can reach them at their purchase points.

**Mosaic® USA** – Experian's premier consumer audience lifestyle segmentation system classifies households into 71 unique segments and 19 groups, providing a 360-degree view of consumer choices, preferences and habits.

**Past Purchase** – Consumer audiences that connect purchase history in 38 product categories. Created with detailed granularity to give ultimate control in developing targeted audiences based upon purchase.

**Psychographic/Attitudes** – Consumer audiences based upon attitudes, expectations and personal views.

**TrueTouch<sup>SM</sup>** – Consumer audiences based on how consumers' respond to motivational messages, their preferred channels for engagement and transaction. Use these insights to generate high performing, personalized content and creative; and identify the proper channel placement to ensure engagement at the optimal time in the customer's path to purchase.

## Experian UK's Description of Data Types:

Experian UK consumer data covers more than 50 million UK adults, encompassing over 500 variables, segmentations and propensities. This data is used across industries to provide organizations with high-value prospects, enrich their consumer profiles, better manage their existing customer relationships and is usable across media channels.

Continued ►►

## Experian & Experian UK Continued

Experian UK Data types available:

**Mosaic UK** – Experian UK’s premier consumer audience lifestyle segmentation system breaks down the UK population into one of 15 high-level groups or 66 detailed types based on their demographics, characteristics, lifestyles and behaviors.

**Financial Strategy Segments (FSS)** – Experian UK’s FSS is underpinned by more than 300 data variables and 150 financial propensity models, classifying 50 million UK consumers and providing insights across financial products such as savings, investments, insurance, credit and banking enabling highly targeted marketing.

**Other available variables** – Age Groups, Social Grade Bands, Family Life Stage, Employment Status, Personal Affluence Band, Marital Status, Households with Children.

### Collection Methodology:

Experian draws on a massive base of knowledge accumulated during our five decades in business. We maintain a wealth of information about consumers and how they make buying decisions. We compile data from hundreds of public and propriety sources. These sources include self-reported information, aggregated panel data, websites with permission to share information about visitors, public records and historical retail purchases collected offline and then brought online through propriety online data partnerships.

### Use Our Data For:

Marketers from the retail, financial services, media, telecom and other industries use Experian’s audiences and data to improve targeting precision and predictability. Our clients trust Experian for our data quality and our 10-year expertise in executing premium audience targeting in digital display.



# Facetz.DCA: A Buyer's Guide

## Facetz.DCA Data 101

Facetz.DCA collects, aggregates and converts raw anonymized browser-stream data into high-performance user segments available for creating complex targeting strategies especially for online advertising purposes. We implement high-end, data-mining techniques for reliable extraction of an audience's different interests. We work with data from 500MM+ users, mainly living in Russian Federation.

## Description of Data Types:

There are 14 general branches in our taxonomy, including basic demographic characteristics, deeply crafted lifestyle segments, general e-commerce interest based on traffic from various internet shops, different intents relating to real estate, detailed demands of pharmacy, FMCG goods and concrete makes and models of vehicles, segments of people involved in popular financial instruments and more. Most of the segments are filled by automated algorithms, which ensures sufficient volumes of audiences, with a careful human assessment eliminating the availability of AI's mistakes.

## Collection Methodology:

Facetz.DCA collects data in different ways. We mainly track user browsing with pixels built-in plenty of our partners' websites and by processing bid requests from tens of worldwide SSPs. Additionally, we purchase similar raw data from several other DMPs and enrich these browse logs with specific additional information, crawled from social networks or provided by appropriate partners. Most demo segments are built by extrapolating ground-truth knowledge about a group of users using machine-learning techniques and are verified monthly in TNS Global.

## Use Our Data For:

We have successfully used our data for targeted advertising in almost every industry. However, we observe the best campaign segment performance with KPIs such as clicks or post-clicks. This is guaranteed by our uniquely diversified data, which provides valuable insights into the audience. Our top data consumers are from different industries, including FMCG, auto, finance, real estate, retail and even HR.



# Factual: A Buyer's Guide

**DATA TYPES:** Geo, Mobile, Auto, CPG, QSR, Retail, Travel, Services, Lifestyle

## Factual Data 101

Factual is a neutral location data company, with the mission of making quality location data easily accessible. Through proprietary technology and first-party data assets—including our Global Places data that spans 100MM+ locations across 52 countries—Factual has developed nuanced understanding of real-world consumer behavior based on trillions of mobile-device observations.

Factual's Geopulse Audiences enable advertisers to target with precision, measure with accuracy and gain a deep understanding of consumer interest and intent.

## Description of Data Types:

Factual offers a broad set of audiences based on real-world, deterministic user location, including:

- **Behavioral & Lifestyle:** Target users based on their real-world behavioral patterns (e.g., frequent grocery store shoppers, luxury retail shoppers, business travelers, etc.).

- **Place Category Visitors:** Target users based on the types of places, categories of businesses and points of interest they visit (e.g., retail shoppers, QSR diners, moviegoers, etc.).
- **Brand Shoppers:** Target users who frequently visit 150+ different chains across retail, QSR, automotive, dining, entertainment, travel and more.
- **Custom Audiences:** Geopulse Custom Audiences are available—contact [strategy@factual.com](mailto:strategy@factual.com) to get started!

## Collection Methodology:

Factual Geopulse Audiences are built using first-party data and proprietary technology. Factual receives device ID-level location data from high-quality partner apps and publishers, conducts rigorous quality validation using our **Location Validation Stack** (ultimately removing ~70 percent of the data) and creates high-performing audience segments by integrating our unique data assets:

- Factual's **Global Places** dataset provides detailed context on 100MM+ global locations
- Factual's **Observation Graph** analyzes trillions of mobile device observations, providing unique understanding of real-world behavior

## Use Our Data For:

- Target consumers based on where they go in the real world and their behavioral patterns.
- Reach consumers who frequently visit your brick-and-mortar brand locations.
- Convert consumers who visit competitive brand locations (i.e., geo-conquesting).
- Measure the effectiveness of campaigns in driving real-world foot traffic.
- Custom Audiences: Reach out to [strategy@Factual.com](mailto:strategy@Factual.com) for a custom audience based on your campaign KPIs.

# Financial Audiences: A Buyer's Guide

**DATA TYPES:** Financial

## Financial Audiences Data 101

FinancialAudiences™ – by Dean Media Group, is an audience management and targeting platform designed to help financial marketers and publishers maximize their audience data. In collaboration with exclusive publisher partners, we've created an industry first, financially focused audience data set designed to make marketing simple and intuitive for marketers looking to target people in-market for financial products and services.

### Description of Data Types:

FinancialAudiences™ data is hyper-segmented into 200+ targetable audience segments all derived from four primary categories:

**Personal Finance** – insurance, lending/credit, banking, retirement, real estate and more

**Business Finance** – small to mid-sized business owners in-market for anything from insurance to lending/credit and banking

**Individual Investing** – online investors and active traders with high investable assets interested in a variety of markets

**Professional Investing** – professional investors, wealth managers and financial advisors broken out by type

**Custom Audiences** – custom audiences can be created “on demand” across all segments, including demographic and geographic overlays

## Collection Methodology:

Our audiences are built with data collected from exclusive and financial-focused publisher partners. All audiences are built with a combination of:

**Content** – website content categories, pages, site searches and more

**Behaviors** – comments, shares, recency, frequency, media views and ad interactions

**Registrations** – subscriptions, purchases and more

## Use Our Data For:

Successful marketing partners include trading education companies, brokerages, asset management firms, banks, exchanges and more for both brand and direct-response campaigns.



# Forbes

## Forbes: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Financial, Offline Match, Political, Seasonal, Social/Lifestyle, Telecommunications, Travel

### Forbes Data 101

Serving as the world's definitive source for business and finance news since 1917, Forbes and its Premium Data Platform offer unparalleled access to a highly affluent and connected audience of insiders, innovators and influencers. Advertisers look to Forbes for exclusive access to the business community and the rest of the world's elite with custom built, highly specified segments and exclusive targeting solutions.

### Description of Data Types:

Forbes Premium Data is arranged by channel and section in correspondence to Forbes.com. Channels include Business, Investing, Technology, Entrepreneurs, Opinion, Leadership, Lifestyle and Lists. Each channel contains an array of more specific sections covering topics as diverse as Sports & Leisure, Travel, Autos, Personal Finance, Intelligent Investing, Mobile, CEO Network and Style & Finance.

## Collection Methodology:

Using carefully verified, behavioral targeted data on the Forbes Premium Network, advertisers can pick and choose from over 80 unique Channels and Sections to create custom, highly optimized segments. This first-party data can reach audiences broad or niche.

## Use Our Data For:

Forbes Premium Data works best when segments are mixed and matched to create custom audiences of business and finance professionals and affluent consumers.



# GfK:

## A Buyer's Guide

**DATA TYPES:** Demographic, Financial, Political

### GfK Data 101

GfK MRI's National Study, the Survey of the American Consumer®, provides a detailed view of the 226 million adult consumers in the U.S. – their media choices, detailed demographics, consumption of over 6,500 products in nearly 600 categories and 1600+ lifestyle and psychographic questions and segmentations. Our segments are extracted from this national study.

### Description of Data Types:

GfK MRI offers attitudinal segments covering a variety of consumer behavior and interests, including buying styles, food attitudes, health attitudes, technical attitudes, cellular/mobile attitudes, vacation/travel attitudes, fashion & style attitudes, and financial attitudes.

### Collection Methodology:

The GfK collection methodology includes:

- Dispersed area probability samples
- Elimination of cell-phone only and Internet sample limitations
- Inclusion of adults 18+ living in private households
- A collection of 25,000+ respondents per year in 48 states

*\* Only one adult from each household is surveyed*

- Inclusion of personal interview data focused on media & demographics
- And finally, leave-behind “product booklets” with questions on: products, brands, lifestyle, psychographics, are compiled

## Use Our Data For:

- Targeting
- Media planning and buying
- Consumer insights
- Customer acquisition and retention
- Product development
- Marketing mix strategy



# Gravy: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Social/Lifestyle

## Gravy Data 101

Gravy TruLife™ are the only mobile, location-derived audiences built by identifying consumer interests and intent based on verified engagements at millions of local events and activities, as well as places. Gravy combines its mobile Geo-Signals Cloud and patented AdmitOne™ location and event attendance verification engine to deliver TruLife predictive audiences, competitive foot traffic insights and campaign attribution.

## Description of Data Types:

TruLife Audiences fall into four distinct categories: Lifestyle, Life Stage, Enthusiast and In-Market/Intender, representing a broad range of lifestyles that indicate a strong interest in specific products and services.

An example of a Lifestyle audiences is Athletes, consisting of mobile consumers frequently participating in local sporting events.

An example of an In-Market audience is Home Buyers, consisting of mobile consumers frequently attending homes for sale/open house events and new home communities.

Some TruLife event-attendance audiences include:

- Active Athletes
- Luxury Lifestylers
- Self Pamperers
- Health Nuts
- Life Music Lovers
- At Home Chefs
- Active Retirees
- Expectant/New Parents
- Auto Buyers, Home Buyers
- Beer Lovers, Wine Enthusiasts

## Collection Methodology:

Gravy collects anonymous mobile device IDs and location signals via numerous sources including SDKs, which feed our Open Geo-Signals Cloud. The signals are matched against our AdmitOne™ database of millions of local event, activity and place geofences, and processed to verify consumer attendances. Verified attendances are critical when defining audiences, as segment inclusion will be polluted by mobile consumers walking or driving by events and places. Audiences are then generated using only verified attendances.

## Use Our Data For:

TruLife™ audiences are best for:

- Targeting:
  - » Highly-commitment consumers—passionate enough to invest time to physically engage in local events and activities
  - » Down-funnel intenders—close to making a purchase such as a home or an auto
- Executing competitive geo-conquesting by brand/geography
- Measuring foot traffic generated from campaign flights



# Hitwise:

## A Buyer's Guide

**DATA TYPES:** Intent, Search, Behavior

### Hitwise Data 101

Hitwise is a data and analytics company with nearly 20 years of experience working with brands and agencies to deliver competitive intelligence and audience analysis. We specialize in digital intent data. Our core data asset is an opt-in digital panel of 8MM+ consumers on whom we see 100 percent of their search and website behavior. Leveraging website visitation and search engine keywords, Hitwise delivers syndicated and custom segments fueled by observed digital intent signals.

### Description of Data Types:

Hitwise offers both syndicated and custom audiences, including the following segments:

- **Automotive** (Class and Make, i.e., Luxury, Sedan, Lexus, Toyota)
- **CPG** (Baby Care, Home, Health & Beauty, Pets, etc.)
- **Financial Services** (Credit Cards, Insurance, Investment, Mortgages, etc.)
- **Life Stage** (Expecting Baby, Getting Married, Home Buyers, etc.)
- **Lifestyle & Shopper Type** (Fashion, Beauty, Home, Tech, etc.)
- **Media & Entertainment** (Home Entertainment, Theatrical)
- **Retail** (All Major Categories)

- **Tech** (Electronics, Computers, Video Games, etc.)
- **Travel** (Airlines, Hotels, Cruises, etc.)

## Collection Methodology:

Hitwise audiences are fueled by our opt-in panel of 8MM consumers, on whom we see 100 percent of their digital web behavior, including all website visitation and keyword searches. These audience building blocks lead to infinite custom audience combinations seeded with URLs and keywords, use Boolean logic and then are expanded with statistically significant modeling to achieve scale with quality. We model our audiences daily to deliver the freshest digital consumers for marketers.

## Use Our Data For:

Hitwise audiences are leveraged in many parts of the path to purchase. Our life stage and lifestyle audiences are ideal for upper and mid-funnel, being defined by complex personas or life events. Acquisition and direct response benefit from our lower-funnel segments driven by specific URL event, purchase and search activity.





# i360: A Buyer's Guide

**DATA TYPES:** Data Access – Audience On, Demographic, Financial, Political, Server Side Data Transfer Enabled

## i360 Data 101

i360 is the leading data and technology resource for the pro-free-market political and advocacy community. From its database of 190+ million active voters and 250+ million U.S. consumers, with hundreds of data points on American adults, i360 arms advertisers with a wealth of data on partisanship, economic and social issue alignment, and personal characteristics to target audiences with precision and deliver results at the polls.

## Description of Data Types:

The i360 Online Segments are custom-tailored for the political and advocacy communities. Segments include:

### **Registration & Partisanship**

Registered, Unregistered and Newly Registered Voters; Primary Voters; Republican, Democrat, Independent, and Swing Voters

### **Propensity or Likelihood to Vote**

High, Mid and Low

### **Issues**

Fiscally Conservative – Spending and Debt, Fiscally Conservative – Tax, Fiscally Liberal - Tax; Pro 2nd Amendment Voters; Likely Pro-Choice and Likely Pro-Life; Likely Supportive of Same Sex Marriage, Likely Supportive

of Traditional Marriage; Oppose Obamacare, Support Obamacare and Undecided on Obamacare

### **Personal Demographics**

Gender; Age; Income and Wealth; Home Ownership; Children in the Home; Marital Status; Investment Voters; Sports and Gambling Interests

### **Collection Methodology:**

i360 was built with a goal of maintaining a constantly updated database of voter information from states and counties across the country. Layering in hundreds of consumer data points from leading data providers, census data, precinct level election returns, and political identification and coalition data, i360 processes 4 billion+ records a year.

i360 modelers then work with industry-leading software companies to build predictive models around partisanship, vote propensity and issue alignment, answering unknowns where hard data points are unavailable.

### **Use Our Data For:**

i360 data is used by pro-free-market political and advocacy organizations to target and reach voters and prospective voters with content and creative that speaks to their alignment and issue affiliation. Political, lifestyle, issue, and demographic segments can be leveraged to target audiences with precision and serve meaningful content across every channel.



# i-Behavior: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Demographic, Financial, International, Mobile, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

## i-Behavior Data 101

i-Behavior data is primarily sourced from a data cooperative. This cooperative collects SKU level POS data from contributing merchants, retailers, financial services firms, insurers, catalogers, non-for-profits, etc. In addition, i-Behavior data includes sources covering B2B, demographic, psychographic, media consumption, and social media interests all connected at the individual level. Data includes:

- **U.S.** – 3,000+ data contributors; 190+ million consumers
- **Canada** – 2400+ data contributors; 14+ million consumers
- **UK** – 150+ data contributors; 33+ million consumers
- **France** – 200+ data contributors; 22+ million consumers
- **Brazil** – 70+ data contributors; 80+ million consumers

## Description of Data Types:

**Purchase Data** – Point of Sale data from multichannel down to the SKU level as identified by data contributors.

**Demographic Data** – Information collected by Amerilink.

**Psychographic** – Information collected by print consumption, third-party research, and purchase data (ex: eco-luxury travelers subscribe to travel magazines, self report on trips taken, frequently book foreign travel, and donate to environmental causes)

**Media Consumption** – Print subscriptions, book purchases, video purchases, TV viewership

**B2B** – Products and services

**Social Media Interests** – Activity on social media platforms.

## Collection Methodology:

The data cooperative gathers SKU-level data from various data contributors, which is de-identified and anonymized for digital targeting.

## Use Our Data For:

Create custom built audiences driven by consumer or research insights. I-Behavior syndicated data is effective for branding and customer acquisition campaigns in Retail, CPG, Financial Services, Telecom, Insurance, Health Care and Auto.



# Infogroup: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, Demographic, Financial, Modeling, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Travel

## Infogroup Data 101

Infogroup is the only business and consumer data compiler of scale in the industry. We've been compiling data since 1972, offering more than 40 years of experience and expertise in data, analytics and marketing services.

Infogroup's proprietary compilation, verification and data quality processing ensures we provide the most reliable, accurate and comprehensive data available in the industry.

Evidence of our commitment to providing the most accurate data to our clients are the more than 25 million calls we place every year to businesses, and an annual investment of more than \$20 million in data quality. Our rigor and expertise in data quality and strategy are why we're a trusted partner to 70 of the top Fortune 100 companies. This also is why our data is used to power the world's top search engines and in-car navigation systems.

## Description of Data Types:

- Access 1,000+ pre-built online audiences. Each includes a combination of extensive company and professional insights, rich demographics, behaviors and deep insights so you can target with confidence.
- Infogroup Business & Professional – Reach over 137 company and professional audiences.

- Infogroup Consumer – Reach over 140 demographic, behavioral and interest audiences.
- Infogroup Media Solutions B2B Xchange – Reach over 290 company, professional, technology and professional interest audiences.
- Infogroup Media Solutions B2C Xchange – Reach 427 consumer interests, lifestyle, past purchase, political affiliation, charitable causes and much more.

## Collection Methodology:

Categories (for a full list see the BlueKai taxonomy)

- Business
- Demographic
- Technology
- Professional
- Charitable Causes
- Behavioral

Infogroup believes that a key to obtaining quality information is to blend data from multiple sources. Infogroup partners with select data providers to collect relevant information, and blend these data streams into one consistent, consumable asset. We aggregate more data from more disparate sources than any other information provider. For our business data, we partner with more than 6,000 trusted sources. For consumer data, over 100 data partners contribute to more than 29 billion records aggregated annually. Here are some of our sources: Online Registrations, Trade Publications, Event Organizers, Online Newsletters, Company Financials, Publisher Co-ops, Business Registries, Offline and Online Publishers, State Filings, Annual Reports, Business Journals & Periodicals, Telephone Directories, Political Files, Public Tax and Real Estate Records, Public Utility Information, Transactional Data, Internet Research, Legal Filings and Phone Verification.

## Use Our Data For:

- Empowering precision insights and targeting across channels and devices
- Finding like customers for prospecting & acquisition
- Reaching niche business & professional audiences
- Audience profiling & analytics
- Omni-channel marketing solutions
- Improving ROAS
- People-based marketing

**IRi**

Growth delivered.

# IRI: A Buyer's Guide

**DATA TYPES:** CPG, Demographics, Mobile, Offline Match, Retail

## IRI Data 101

IRI is a leader in delivering powerful market and shopper information, predictive analytics and the foresight that leads to action on behalf of more than 95% of Fortune 100 consumer packaged goods (CPG) and retail companies.

IRI's ProScores™ for BlueKai enables media buyers to laser-focus their campaigns on verified high-propensity brand buyers.

## Description of Data Types:

IRI ProScores™ identifies the top spending shoppers across CPG categories, subcategories and brands for every U.S. household. To determine each household's spend, IRI combines its own proprietary data sources with those from trusted third parties, which are then fed into a highly advanced predictive modeling engine.

## Collection Methodology:

IRI ProScores drives improved audience targeting across the digital landscape. The data nucleus of ProScores™ is the IRI Consumer Network™, a national consumer panel, which is the industry standard for understanding what shoppers consume across the CPG space. IRI also layers in highly

dimensional demographics from Experian to fine tune our scoring accuracy.

Years of research and a track record of more than 500+ purchase-based targeting campaigns demonstrates that using our concise representation of the spend in a CPG category, subcategory or brand improves targeting effectiveness over disparate, ever-changing individual data elements.

## Use Our Data For:

IRI ProScores™ helps CPG advertisers understand the market, develop smarter targeting strategies, and increase the productivity of digital marketers and their advertising investments. IRI ProScores™ can be used to target shoppers who:

- spend a lot in your category or brand
- spend a lot on competitive brands
- spend a lot at specific retailers





# IXI: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Credit, Demographic, Financial, Mortgage, Offline Match, Restaurants, Retail, Seasonal, Telecommunications, Travel

## IXI Data 101

IXI Services, a division of Equifax, offers Digital targeting solutions that enable marketers to better deliver the right message to the desired target audience based on visitors' likely financial interests and profiles. A leader in delivering marketing solutions based on anonymous, aggregated wealth and asset data, IXI Services enables consumer segmentation according to a wide array of financial metrics, including investment behaviors, spending levels, and other financial characteristics.

## Description of Data Types:

Consumers' financial situations have an enormous impact on their ability to make investment decisions and spend on discretionary items. Money matters!

IXI Services offers digital targeting solutions that enable marketers to better deliver the right message to the desired target audience based on visitors' likely financial interests and profiles.

IXI is the only data source based on direct measurement of 43% of U.S. consumer invested assets. We help marketers reach audiences based on likely financial propensity and purchase interests. Segment are based on investment behaviors, spending levels, other financial characteristics and a range of product propensities like retail, travel, auto, and more.

## Collection Methodology:

To enable advertisers and agencies to target audiences online with ease, we have built intuitive targeting segments based on our proprietary measures of households' financial capacity, propensities, preferences, and behaviors. These segments leverage IXI Services' foundation of direct-measured asset data, aggregated credit information from Equifax, and our proprietary segmentation systems.

## Use Our Data For:

With IXI Services Digital Targeting Segments, advertisers can target online audiences using a range of financial and behavioral characteristics, as well as industry specific segments for industries such as small business, auto, insurance, retail, telecommunications, credit cards and travel. We can also build customized segments to match specific client needs.



# Kantar Media: A Buyer's Guide

**DATA TYPES:** Auto, CPG, Creative Optimization, Demographic, Financial, Retail, TV

## Kantar Media Data 101

Kantar Media TGI studies consumers: who they are, why they behave and make choices as they do and how best to reach them. In 70 countries, we deliver the most comprehensive insight into online and offline consumer behavior to advertisers, agencies and media owners.

To enable effective programmatic solutions TGI partners with KBM Group, whose world-class marketing solutions integrate offline and online marketing channels, allowing companies to achieve high-performance customer engagement and marketing ROI.

## Description of Data Types:

TGI Ad-Vantage informs online campaigns around characteristics as discriminatory as consumer lifestyles, product usage and attitudes, drawn from the comprehensive consumer insight available through our TGI study.

TGI Ad-Vantage comprises standard and bespoke solutions. Our standard segments comprise pre-defined targets for online targeting. There are over 50 of these pre-defined targets available, fulfilling a very broad range of targeting requirements.

Examples of pre-defined groups include consumers who love to buy new gadgets and appliances, consumers who buy free range food and drink, cinema goers whose favourite film genre is thrillers and households who spend over £70 on the weekly grocery shop.

## Collection Methodology:

TGI conducts thousands of interviews annually on a representative sample of adults. Data collection is by questionnaire following initial face-to-face qualifying interview.

After creating a consumer target on TGI, the variables that best define it are identified by KBM Group who then pinpoint lookalikes in their own consumer transactional database.

KBM Group then undertakes modeling, linking data from the TGI target to cookie data at the individual level, before delivering cookies to reach the target online.

## Use Our Data For:

Use Kantar Media data for the following:

- Identifying and reaching richly-defined consumer target groups online, built from real characteristics and behaviour, not just their online user journeys
- Creating campaigns around consumer lifestyles, product usage and attitudes prompting particular online behaviour
- Realising brand building opportunities that would otherwise be missed, by reaching attitudinally and motivationally driven targets



# Leiki: A Buyer's Guide

**DATA TYPES:** Contextual and Interest

## Leiki Data 101

Leiki Ltd. provides semantics-based data solutions to publishers, including context-based intelligence, smart user profiling and audience segmentation. At our technological core, we have a proprietary 180K+ category natural language ontology that empowers our content and user interest analysis on which our audience segments are based. Our data is based on real-time user interests and behavior.

## Description of Data Types:

Leiki offers tailored audiences based on first-party data from our publisher partners and includes the following segments:

- **Arts & Entertainment**
- **Automotive**
- **Education**
- **Food & Drink** (IAB Tier 1, Fine Wine & Gourmet, BBQ Masters)
- **Hobbies & Interest** (Winter activities, Books, etc.)
- **Personal Finance**
- **Real Estate**
- **Sports** (Fans, Golf, Tennis)
- **Technology**
- **Travel** (Air travel, Hotels, Holidays, etc.)
- **Wedding Planners**

## Collection Methodology:

Leiki audiences are based on our first-party publisher data from our publisher partners. Audiences are crafted based on real-time behavioral data refined with Leiki semantic technology. Our audience data is not based on keywords or broad, generic categories—it is built on genuine user interest data, context and up-to-date cookie data. We work closely with our publisher and agency clients to refine our segments and provide the best possible results for marketers.

## Use Our Data For:

Leiki's semantic audiences provide accuracy in terms of user interest and topicality. The power of using semantics-based behavioral data when targeting users at exactly the right time offers a fresh opportunity for marketers to boost their campaign's performance. Every impression counts when it is delivered to the right user based on their real-time interest.



# Lotame: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, CPG, Demographic, Financial, Political, Retail, Seasonal, Social/Lifestyle, Travel, Video

## Lotame Data 101

Lotame's third-party SMART Data comes from our extensive network of publisher partners and offline aggregators. The data consists of self-declared and demonstrated behavioral data from unique publisher partners, yielding accurate and scalable Demographic, Behavioral Interest, and Social influencer audience segments. Lotame Smart Data bundles 100% declared and demonstrated data (NOT panel-based, modeled, or inferred) into over 2200 audience segments across all major verticals (Auto, Travel, Finance, Retail, CPG, Technology, and more).

## Description of Data Types:

**Demographics** – 100% self-declared by a user on a profile or registration, and matched with offline sources

**Behavioral Interest** – this data is self-declared or demonstrated by a user's actions on a publisher. Completed actions include articles read, on-site searches, clicked on, searched for and any other action a user could complete on a page

**Social Influencer Action** – users that frequently complete social actions that others online can see, such as sharing, rating, posting, or commenting

**Offline CPG Purchase** – through anonymous onboard partners, Lotame can provide targeting based on CPG purchases in-store

## Collection Methodology:

Lotame audiences are primarily collected from our extensive group of publisher partners. Partners place proprietary Behavioral Collection Pixels (BCP's), allowing us to collect demographic, interest, action, search, purchase intent, and other data points. Our BCPs enable the collection of more than 2 billion data points/day while organizing them into 2200 categories of human behaviors.

Offline Purchase Audience taxonomy is collected in partnership with online-offline onboarding partners who anonymously match in-store purchases to online cookies for targeting.

## Use Our Data For:

Our Audience segments are designed to cover every major vertical. Including:

- CPG
- Automotive
- Travel
- Finance
- Green Living
- Gamers
- Advocacy
- Entertainment
- Fashion
- Technology

Ideal use-cases are top-of-the-funnel, brand advertisers looking to reach large audiences and generate awareness, intent, likelihood to recommend/purchase, and view.



# MasterCard Advisors: A Buyer's Guide

**DATA TYPES:** Demographic, Mobile, Offline Match, Retail, Seasonal, Travel

## MasterCard Advisors Data 101

MasterCard Audiences are powerful behavioral based segments derived from actual anonymized transaction data. Advertisers are enabled to reach the most relevant consumer populations based off of real world spending insights.

MasterCard's standard segments are available in three categories. Leverage insights from the power of aggregated spend data to identify: (i) 'Top Tier Spenders', (ii) 'Frequent Transactors' & (iii) users 'In the Market' to spend by category.

Maximize your ROI with MasterCard standard, seasonal or custom insights.

## Description of Data Types:

MasterCard Audiences are available across any category where MasterCard credit cards are accepted.

Standard categories include:

- **Auto** – New, Used Vehicle Sales, Fuel Spend...
- **Hotel** – Upscale, Midscale, Motel, Casino...
- **Travel** – Business, Domestic/International Air, Cruise, Car Rental...

- **Retail** – Consumer Electronics, Sporting Goods, Apparel, Department Stores...
- **Entertainment** – Movies, Streaming Services, Console/PC Gaming...
- **Restaurant** – QSR, Midscale, Fine Dining...
- **Home Goods** – Furniture, Mattresses, Fixtures & Accessories...
- **Luxury** – Travel, Retail, Hotel...
- **Professional Services** – Plumbing, Electricians, Accounting, Tax, Legal, Advertising...

Reach users in these categories based on heavy or frequent historic spending or a statistical propensity to spend.

## Collection Methodology:

MasterCard Audience data is collected through brick & mortar, e-commerce & mobile transactions processed by MasterCard Worldwide's global payment card network.

MasterCard cleanses and aggregates transactions with 2,000,000+ automated rules to classify spending data in real-time. No PII is collected or leveraged in MasterCard's processes. Data is associated with cookie populations through a proprietary 'privacy by design' double blind matching process.

## Use Our Data For:

When you need to reach the right audiences without inferred modeling, MasterCard Audiences are the "best in class" choice. Use insights from verified, reliable and anonymous credit card transaction data to power prospecting, acquisition and category specific paid media efforts. MasterCard Custom Audiences allow for unparalleled customization such as competitor conquering, re-activation of lapsed customers and more.



# MaxPoint: A Buyer's Guide

**DATA TYPES:** Auto, Retail

## MaxPoint Data 101

MaxPoint's multi-channel audiences deliver precision targeting at scale. Confidently reach in-market consumers with segments that combine the location activity, purchase intent, and offline and online consumer interests from more than 1 billion unique devices. MaxPoint offers over 750 pre-built audience segments, as well as custom segments, that cover every major vertical and industry. MaxPoint audiences are built from real-world consumer visits and interests across mobile and desktop to satisfy any marketing goal.

## Description of Data Types:

Find valuable in-market consumers with MaxPoint's 750+ pre-built audiences and custom audiences. A few of our top categories include:

- **Location Targeting** – Target the ideal consumer with 240 audience segments that combine the mobile and desktop activity of more than 1 billion unique devices.
- **Purchase Intent** – Reach consumers exhibiting strong purchase intent signals with over 300 segments created from the daily consumption and categorization of 60 billion pages.

- **Automotive** – Generate demand and drive overall sales with 90 in-market segments across every major brand.
- **Retail** – Grow top line sales with 220 retail audience segments covering 500,000 stores.

## Collection Methodology:

MaxPoint's proprietary technology gathers, analyzes, and categorizes, in real-time, the online and offline purchase intent, location activity, and retail preferences from 1 billion unique devices. Our audiences are built from the content consumed across 60 billion page views each day and then organized into over 750 segments with reach across desktop and mobile. Our unique ability to collect deterministic and probabilistic data beyond the cookie, including IP, Device ID and location data, provides a more accurate and scalable audience.

## Use Our Data For:

MaxPoint Audience Segments reach in-market consumers across any of their devices:

- Deliver custom messages at different stages of the purchase funnel
- Discover new, or similar audiences within a specific location
- Retarget your audience
- Sync ad delivery to customer relationship (recent purchasers, loyalty card holders, sales incentive plans, etc.)



Media Source  
SOLUTIONS

# Media Source Solutions: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Creative Optimization  
Demographic, Financial, Retail, Travel

## Media Source Solutions Data 101

Media Source Solutions developed a company culture evolving around the credo “yes we can.” Back in 2003 when we first started, we believed if we offered fresh, niche, targeted data we could carve a place for ourselves in an already crowded marketplace. Our faith that “yes we can” and expansion to include new products and services translated into 10+ years of success and continued growth. Areas of specialty include CPG, In-Market, Automobile, B2B and Underserved.

## Description of Data Types:

Our Taxonomy contains over 800+ segments that can be used to build custom audiences. Our gender segment is particularly strong and has proven to be a stand out!

**CPG** – Reach consumers who have made multiple transactions by category. It can be overlaid with any of our other segments.

**In-Market** – Reach consumers who have raised their hands to say they are ready to buy by product.

Other categories include:

- Education
- Donors
- Home Improvement/DIY
- Finance
- Underbanked
- Low Sugar/Low Fat
- Cooking/Food
- Travel
- Baby Boomers
- Millennials
- Pet Owners
- Health & Exercise
- Automotive
- Age
- Income
- Gender
- B2B and many more!

## Collection Methodology:

We collect offline data from reliable unique sources using several large consumer databases built from “self declared” information, transactional, retail and other direct response methods. In addition, we also receive daily information that provides us with many different attributes including demographic, lifestyle, CPG and behavioral data. This results in exclusive, fresh data sets being used for highly effective targeting to the most responsive of consumers. Much of this segmentation is available exclusively through us.

## Use Our Data For:

We brought millions of offline records online to help build unique campaigns. Paraphrasing Buzz Lightyear, our data can be used to Infinity and Beyond! Maybe our reach isn’t quite that broad but it’s ideal for large-scale campaigns, targeting life stages and combining segments to create specialized blends of data.



# Merit Direct: A Buyer's Guide

**DATA TYPES:** B2B

## Merit Direct Data 101

MeritDirect is a leading provider of global multi-channel B2B solutions, offering integrated marketing through a wide array of products and services. Multi-channel B2B marketers achieve and maximize superior return through MeritDirect's Customer Acquisition and Retention, Data and Media Services, Strategic Services Group and International Services.

## Description of Data Types:

Your direct connection to the leading markets:

- Construction
- Ecommerce
- Engineering
- Finance
- Government
- Healthcare/Pharma
- Human Resources
- Information Technology
- Manufacturing

Reaching key decision-makers and influencers:

- C-Level Management
- Senior Management
- Middle Management
- HR, Benefits, Training
- IT Management
- And more...

Also available:

- Business Industry
- Company Size
- Company Sales
- Functional Area / Job Function

Quality, Market Leading Source Data:

- Online Email Newsletter Registrations
- Magazine Subscribers
- Online Buyers
- Catalog Buyers
- And more...

## Collection Methodology:

MeritDirect data-driven solutions are powered by proprietary cooperative first-party databases from prestigious B2B publishers, catalogers and online merchants. MeritDirect combines multiple data feeds to create a unified, proprietary online B2B database called OmniDIGITAL.

Our data is vetted and validated to ensure top quality across all data sources including self-reported online registration data. Furthermore, our segments are refreshed constantly as cookies change due to browsing patterns of business professionals.

## Use Our Data For:

MeritDirect can develop brand mindfulness and drive qualified B2B leads. Merit's premium data works best when portions are blended and matched to make custom segments for both wide-based or niche selections.

Take advantage of Merit's unparalleled OmniDIGITAL online B2B audience for accurate targeting and segmentation for acquisition, branding/awareness and retention campaigns.





# Merkle: A Buyer's Guide

**DATA TYPES:** Analytics, Auto, Behavioral, Demographic, Financial, Offline Match, Travel

## Merkle Data 101

Merkle's Connected DataSource brings the best performing data into addressable digital segments. Merkle utilizes a unique offline data aggregation process to ensure that online data segments are accurate, predictive, descriptive, and actionable. Connected DataSource will reach high-value prospects and drive higher marketing ROI.

### Description of Data Types:

- **Demographics** – DataSource demographics include a wide array of data including age, marital status, education, occupation, income and presence of children making it easy to accurately identify your targeted audience. These key attributes are sourced from public sources such as state registrations and mortgage and security deeds.
- **Wealth** – Focus your marketing dollars on consumers with the most spending power utilizing attributes such as net worth and wealth rating. Merkle's Wealth attributes are built from a myriad of available elements to contribute additional perspective, as well as, full coverage across DataSource.
- **Lifestyle** – Consumers attitudes, behaviors and interests are key drivers in future purchases. Merkle's Lifestyle data is compiled from consumers self-reporting their interests in segments such as fitness, cooking, travel or reading.

- **Auto** – Accurately target consumers based on the make, model or style of vehicle they drive. Merkle's Auto data is derived from proprietary transactional sources, including sales and service data, automobile warranty data, aftermarket repair and maintenance facilities, auto warranty notifications, and scheduled maintenance records and is used for marketing purposes.

## Collection Methodology:

Merkle's data sourcing strategy is fueled by our in-depth knowledge of the data market. Our proprietary data sourcing solution involves two phases:

- 1- Assess each data category of interest to obtain a comprehensive understanding of the landscape
- 2- Empirical testing of the marketing information identified in the first phase.

This strategy fuels the creation of our national customer marketing database, DataSource.

Merkle's Offline DataSource contains:

- Data sourced from five of the six major national compilers
- 2B+ records
- 129MM+ households
- 275MM+ individuals.

Leveraging the power of our offline DataSource, Merkle brings over 500 digital segments, powered by Merkle's analytical and best of breed data in the offline marketplace, into online digital data targeting.

## Use Our Data For:

- Find High Quality Prospects online
- Create custom audiences by layering data segments
- Multi-Channel Campaigns
- Site Personalization
- Look-A-Like Modeling



# Mobilewalla: A Buyer's Guide

**DATA TYPES:** Arts, Automotive, B2B, Behavioral, Entertainment, General Demography, Interests and Activities, International, Life Stages, Political, Retail, Sports, Telco, Travel

## Mobilewalla Data 101

Mobilewalla provides device-ID based segments for targeting mobile in-app audiences on Android and iOS. Mobilewalla's audience segments are created by applying an entirely new class of information storage/retrieval and data science techniques on 70 PB (and growing) of accumulated non-PII device-usage data. The profiling of mobile device users is done by collecting, analyzing and storing mass amounts of app and geo-location data.

Mobilewalla has the IP to make sense of billions of data points daily, which allows hundreds of millions of devices to be classified with high confidence. By associating every device ID with installed apps, lat/long and points of interest, the user is classified into hundreds of demographic and behavioral segments. Mobilewalla also is widely used for creating custom segments on demand, enabling advertisers to hyper-target specific audiences at scale. The company's footprint extends throughout North America, Europe and Asia, covering 20 countries: U.S., Canada, France, United Kingdom, Germany, Italy, Spain, Singapore, Malaysia, Indonesia, India, Australia, Japan, Hong Kong, Vietnam, S. Korea, Thailand, Taiwan, New Zealand and the Philippines. Mobilewalla's highly nuanced taxonomy includes more than 1.2K directly addressable audience segments encompassing 570MM device IDs globally.

## Description of Data Types:

Most of the data types previously listed are easy to understand. Three types deserve special mention.

- **Life Stage** – Captures characteristics, behaviors and patterns that define key life events and situations, such as marriage, child birth, job seekers, etc.
- **Telco** – Mobile audience characteristics derived from various telco, device and usage signals, such as high data users, plan switchers and dual-SIM users.
- **Interest & Activity** – A comprehensive view of mobile consumer interests sourced from apps and device signals, and continually refined as those signals develop.

## Collection Methodology:

Mobilewalla creates consumer profiles from publicly available data regarding device usage and mobile media, as well as data extracted from impression and interaction logs generated while running mobile marketing campaigns. Each consumer profile is three-dimensional, derived from consumer demographic, behavioral and engagement characteristics. These consumer profiles are aggregated to compute audience segments.

## Use Our Data For:

- Brand awareness
- High quality engagements
- Enhanced video views
- Customer surveys
- Conversions



# Navegg: A Buyer's Guide

**DATA TYPES:** Auto, CPG, Education, Fashion, Real Estate, Retail, Travel

## Navegg Data 101

Navegg is a leading provider of Latin American online audience data. By analyzing navigation habits, interests and web audience behavior on desktops or mobile devices, Navegg is able to provide exclusive data on more than 400 million Internet users. We work with brands and publishers helping them identify their best audiences.

## Description of Data Types:

Navegg provides marketers with a taxonomy of more 1400 user segments, including:

- **Demographics** – gender, age, education, income, marital status
- **Interests** – Entertainment, Technology, Education, Family, Sports, Business
- **Purchase intention** – Fashion, Household, Travel, Auto, Real Estate
- **Brand affinity** – Auto, Fashion, Technology, Household brands
- **Everyone** – Personality and lifestyle type segments
- **Everybuyer** – Industry specific pre-built lookalike audiences
- **B2B** – Business by industry

## Collection Methodology:

Navegg's proprietary technology classifies users based on their browsing behavior in eight out of ten of the leading sites in Latin America along with thousands of e-commerce sites, generating 5 billion data points monthly. The anonymous data is analyzed and compared to other users' online behavior and then clustered using advanced statistical methods. Our audience development methodology is based on market studies and research into consumer behavior trends.

## Use Our Data For:

Targeting and insights on Latin American and U.S. Hispanic audiences, across their entire consumer journey.



# Near: A Buyer's Guide

**DATA TYPES:** Analytics, Behavioural, Demographic, Mobile, Server Side Data Transfer Enabled, Social/Lifestyle

## Near Data 101

Near is a location intelligence and analytics company that leverages proprietary first-party location data and streaming data sources such as data from mobile apps, Wi-Fi and Telco providers to gain insights about people and places. Near's SaaS platform, Allspark, with a reach of about 700 million devices across geographies, provides customers the flexibility to create custom mobile audiences, target and get real time insights and analytics on those audiences.

## Description of Data Types:

We provide demographic data segments such as Gender (male, female) and age groups (18-25, 26-35, 36-45, 45+). Behavioural segments include:

- Professionals - Users who are seen in office locations during work hours
- Students - Young users who are seen in schools/colleges/universities
- Affluents - Users who reside in affluent neighborhoods and seen in luxury shopping, dining and nightlife locations
- Homemakers - Users who are seen in residential locations during work hours

## Collection Methodology:

We have data through API integrations with publishers and from major Telco/Wi-Fi providers who can supply users' location data. We also receive data from mediation platforms (Ad Exchanges). All of the above data points are combined with our own first-party location data set for modeling and assigning users to data segments.

## Use Our Data For:

Our data segments can be licensed and used for inventory forecasting, audience curation, targeting, geo-targeting, analytics, attribution studies and research reports.



# Neustar: A Buyer's Guide

**DATA TYPES:** Analytics, Audience Injection, Auto, Behavioral, CPG, Data Access AudienceOn, Demographic, Financial, Mobile, Offline Match, Partner Initiated ID-Syncing Enabled, Political, Retail, Seasonal, Server-Side Data Transfer Enabled, Social/Lifestyle, Travel

## Neustar Data 101

Neustar, Inc. (NYSE: NSR) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at [www.neustar.biz](http://www.neustar.biz).

## Description of Data Types:

Neustar AdAdvisor® Audiences help marketers go beyond mere demographics — and provides the most trusted offline data source for cross platform targeting. Neustar AdAdvisor® offers approximately 16,000 audience profiles to enable marketers to target a portion of the U.S. population that indexes high for a particular behavior, characteristic, opinion or brand preference to meet their specific campaign objectives.

Our audience profiles span the following categories:

- Automotive
- Beauty Products
- Beverages
- Demographics
- Education
- Entertainment
- Grocery
- Healthcare Products
- Hobbies & Interests
- Home Improvement
- Household Products
- Life Events
- And more...

## Collection Methodology:

Our comprehensive audience data is built by linking over 80 million interconnected data components, updated daily from over 200 data providers, to create the most accurate and rich dataset available. Our data is corroborated using over 2 million inbound updates to provide accurate, actionable audience data.

Our methodology deterministically links identities for approximately 220 million adults and 120 million U.S. households to online cookies and mobile advertising identifiers to enable effective targeting—without compromising privacy.

## Use Our Data For:

Marketers rely on AdAdvisor® to accurately target prospects most likely to have an affinity for a brand, product, or service, to launch competitive conquering campaigns, and to reach micro-segments, like customers with a specified buying power or prospects who recently moved. Our audiences help marketers optimize their digital ad spend.



# Omnibus: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, CPG, Demographic, Financial, Retail, Travel

## Omnibus Data 101

Omnibus is a leading digital advertising solution provider based in Japan. We have been delivering premium Japanese audiences since 2012, currently providing access to over 50 million unique users. Our extensive experience in data-driven advertising and knowledge of the Japanese market allows us to develop a variety of powerful vertical-specific solutions to meet any client's needs.

## Description of Data Types:

Our data are based on website log and research panel data.

- **Psychographic** – They cover a wide range, such as hobby, lifestyle, affinities, business and so on.  
For example, if a user views the page about real estate investment, we add the user to a real estate investment segment.
- **Demographic** – They are user's sex, age, job and family structure. The classification is based on machine learning. The training data are an online research panel.

## Collection Methodology:

We collect website log data from dozens of our partner online media. Some are question and answer sites, others are specialized sites. We receive URL, category and some anonymous member data through our original DMP.

## Use Our Data For:

- Finding segments that look like your customers
- Serving ads to found segments
- Changing budgetary allocation between segments with CPC, CPA or other KPIs

# OnAudience.com: A Buyer's Guide

**DATA TYPES:** Intent, Interest, Behavior, Cookies, MAIDs

## OnAudience.com Data 101

OnAudience.com provides 9B+ of global users across traditional web and mobile devices. Granular data is captured against these users and packaged into thousands of curated, targetable audience segments, giving every marketer, agency, publisher and platform the ability to harness the power of third-party data. OnAudience.com successfully converts Big Data into revenues for advertisers and publishers, providing services and products that effectively enrich and monetize data.

## Description of Data Types:

OnAudience.com provides ultimate third-party data with thousands of attributes for 9B+ user profiles. General interests, purchase intentions, geolocalization, mobile apps data, demographics and more are available

OnAudience.com provides 500+ predefined segments (in terms of IAB standards). It's also possible to create an individual dedicated segment.

Exemplary segments:

- **Interest - Automotive** (Users visiting car classified websites)
- **Interest - Family and Parenting** (Users visiting parenting and

pregnancy websites)

- **Interest - Technology and Computing** (Users visiting tablets content websites and cellphone content websites)
- **Interest - Travel** (Users visiting adventure travel, camping and exotic destination content websites)
- **Intent – Home and Garden** (Users interested in buying home and garden equipment, including household appliances, tools, decorative items and more)
- **Intent – Sporting Goods** (Users interested in buying sporting equipment for team sports, running, fishing, racquet sports and more)
- **Intent – Media** (Users interested in buying books, DVDs & videos and music)
- **Intent – Health and Beauty** (Users interested in buying health care accessories, medicine & drugs, fitness equipment & nutrition products and beauty services)
- **Intent – Finance** (Users interested in finance services, including loans, investments, savings and insurance)
- **Intent – Real Estate** (Users interested in real estate, buying apartments and buying/selling homes, etc.)

## Collection Methodology:

OnAudience.com partners with media buyers, media sellers, networks, publishers and technology providers and research companies (e.g., GFK) to collect and understand internet users' data.

We analyze more than several billion impressions daily working closely with DSP and DMP partners processing and distributing data allocated into 1K+ IAB complied segments. The information gathering process is based on cookies, fingerprinting and mobile advertising IDs such as Identifier for Advertising (IDFA) or Android Advertising ID (AAID).

OnAudience.com data segments are built by observing user activity based on websites visited, content consumed and history paths to find clear behaviour patterns and proper level of intent. Data quality is our priority. Our data is only valid for 30 days. Frequency of visits and time spent on websites also is

Continued ►►

considered. This data is then cleaned to ensure all detected anomalies are removed, ensuring the user is allocated into the best matching segment.

- Main features:
  - » Anti-fraud tools
  - » Quality, always updated data
  - » Ad-block discovery—ad-blocked free data, using patent-pending technology for bypassing ad-block plugins
- Using OnAudience.com data in campaign excludes non-human traffic or users with ad block and shows it only to real users

## Use Our Data For:

- Making online campaigns more effective thanks to targeting company's audience more accurately
- Preparing highly personalized messages due to having more information about clients—interests, localization, age, demographic, etc.
- Reaching new audience with high probability of converting thanks to data prospecting
- Enriching company's database or CRM by third-party data about their clients
- Designing or enhancing company's product or service in accordance with customers' needs
- Integrating first- and second-party data with third-party data to get 360-degree customer view
- Gathering mobile audiences from events or places all around the world, i.e., airports, stores, concerts to display targeted ads. For example, we can gather football fans from Premier League stadiums and then later show them relevant ads, i.e., sport, drinks, bets.



**one**Audience

# OneAudience: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, CPG, Demographic, Financial, Mobile, Retail, Social/Lifestyle, Travel

## OneAudience Data 101

OneAudience is a leading mobile data intelligence provider that connects mobile app developers, publishers and advertisers to help them discover their mobile audiences to enhance their offerings and effectively target mobile users with their marketing objectives.

We process billions of mobile events through our network of mobile app developers and publishers. By linking demographic, lifestyle and purchase data to deterministic mobile behavioral data, we create powerful real-world audience segments for any consumer-focused marketing campaign.

## Description of Data Types:

We have more than 150 audience segments linked to a combination of mobile device indicators and demographic, lifestyle and purchase data, including:

- **In-Market** – Reach consumers who are looking to purchase across multiple categories. For example, Auto Shoppers, Travel Shoppers, Apartment Seekers, Retail Shoppers and Insurance Seekers
- **Lifestyle & Interests** – Reach consumer audiences based on interests, preferences and activities. For example, Fitness Enthusiasts,



Active Investors, Music Lovers, Sports Fans and Travelers

- **Life Stage** – Reach consumers identified by combining demographic attributes with behavioral mobile data. For example, Job Seekers, Parents, Pet Owners, Homeowners and High Net-Worth Individuals

## Collection Methodology:

OneAudience collects its data from our extensive network of participating mobile app developers. Our app developers integrate the OneAudience Software Development Kit to discover their mobile audiences. We collect and process billions of mobile events including app usage and device data signals. These mobile events are linked to demographic, lifestyle and purchase data. The combined data is processed and organized to create actionable audience segments.

## Use Our Data For:

Our audience segments are used across every major vertical including Auto, CPG, Travel, Finance, Mobile, Retail, Entertainment and Technology for all marketing campaigns including:

- Mobile campaigns
- Brand awareness
- Customer acquisition & app installs
- Retention & re-engagement campaigns



# ownerIQ: A Buyer's Guide

**DATA TYPES:** In-Market and Interest

## ownerIQ Data 101

Data sourced directly from retailers, brands and e-commerce sites, ownerIQ data is unmodeled, deterministic and accurate. ownerIQ provides access to transparent audiences connecting advertisers with named retailers and product brands.

## Description of Data Types:

ownerIQ Active Shopper segments give access to shopping categories including Automotive, CPG, Retail and Service industries. Segments are defined based on e-commerce, product review, price comparison, social and purchase data points from user's in-market for specific products in those categories. From consumer electronics to action adventure toys, ownerIQ brings unmodeled datasets to market based on the specific products your consumers are viewing.

Custom segments are available on request for accessing specific granular segments across our 6K product categories.

## Collection Methodology:

ownerIQ has our tag placed directly on 900+ retailers, brands and e-commerce sites. Our taxonomists catalog every URL based on product, brand and SKU specifically showing on each page. When users visit these pages, they are manually cataloged into 6K+ different product type segments and made available for targeting.

## Use Our Data For:

ownerIQ focuses on audience accuracy. We have seen extremely strong performance on campaigns where partners are looking to target users in-market for specific products or shopping categories. The unmodeled nature of these audiences make them extremely strong for powering campaigns already optimized for specific performance objectives.



# Pacific Data Partners: A Buyer's Guide

## Pacific Data Partners Data 101

Pacific Data Partners is the largest B2B data marketplace with more than 50B data records compiled for use in marketing, sales and analytics use cases. We work with premium B2B and B2C data providers to bring global, high-quality and interconnected B2B data to market. Our data products include a standard data taxonomy as well as custom data segments that can be made tailored to achieve specific goals.

## Description of Data Types:

Pacific Data Partners provides more than 800 B2B audience segments, over 350 consumer audience segments as well as custom Account Based Marketing and Technology Based Marketing segments to use.

With access to world-wide data on more than 300MM professionals, rich insights on 30MM+ companies and detailed analytics on more than 50K technologies, Pacific Data Partners has compiled the most comprehensive B2B data asset available. These B2B audiences can be leveraged through our syndicated taxonomy as well as through custom audiences.

Additionally, Pacific Data Partners provides a comprehensive set of self-declared demographic, interest, past purchase and real estate audience segments.

## Collection Methodology:

Pacific Data Partners sources data from technology companies, local, state and federal government agencies, credit bureaus, and other top-tier data providers. Our extensive B2B and consumer data assets are aggregated from more than 750 distinct data sources containing more than 50B world-wide records. Our data is inherently tied to identifying attributes, such as email, telephone number, name and address, enabling high-quality data segments to be activated in marketing and sales use cases.

## Use Our Data For:

Pacific Data Partners provides audiences for

- B2B targeting
- Account-Based Marketing (e.g., professionals working at Oracle)
- Technology-Based Marketing (e.g., adopters of high-end routers)
- Consumer targeting using demographic, interest, past-purchase & real-estate segments



# PlaceIQ: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, Dining, Financial, International, Mobile, Real-World Visitation, Retail, Social/Lifestyle, Travel

## PlaceIQ Data 101

PlaceIQ is a powerful, location-based audience analytics and insights platform that organizes a wide variety of consumer activity data around a precise location base map at massive scale. By using location data to connect physical and digital activities across time, space and devices, PlaceIQ enables brands to better understand consumer behavior, acquire and retain consumers using consumer profiles based upon movement characteristics and measure results using real-world visitation.

## Description of Data Types:

By analyzing device-level movement patterns, PlaceIQ's location data provides a unique understanding of consumer behavior across multiple marketing verticals, including auto, QSR, travel, retail, entertainment and CPG. By leveraging location data, marketers now have the power to connect the dots between where people go and what they buy, and to finally break down barriers between the online and offline world.

## Collection Methodology:

With 475 million hand-drawn points of interest across the U.S. and UK, our platform collects anonymous location-based data to better understand

consumer behaviors in key marketing verticals including retail, travel, entertainment, finance and dining. Offering scale in excess of 100 million devices within the U.S., PlacelQ's audiences and measurement products are created from multiple sources of mobile data, designed to balance accuracy, coverage, breadth and quality. To ensure the highest caliber of data and analytics, PlacelQ filters location data through a robust, proprietary data-processing pipeline to identify "good" location data. It also filters fraudulent data (impression sinks, device spoofing, etc.) to ensure its location data reflects true human movement.

As a member of the Network Advertising Alliance (NAI), experts from this leading self-regulatory association audit PlacelQ's data-collection processes. NAI is committed to maintaining and enforcing high standards for data collection and use for advertising online and in mobile. PlacelQ is a currently the only NAI-compliant location data provider.

## Use Our Data For:

PlacelQ's location-powered audiences are used to target current customers or new prospects throughout their buying journey, including these use cases:

- Reaching consumers who have visited a retail brand's location, auto dealership lots, restaurants or other meaningful commercial locations
- Conquesting audiences who visited a competitor's location & identify loyalists based on frequency of location visits
- Re-engaging consumers who haven't visited a store in a defined period of time
- Segmenting audiences based on consumer lifestyles. For example, observed visits to parks, beaches, sporting events & entertainment venues
- Measuring real-world visitation to understand if digital ad exposure resulted in a subsequent visit to a point of interest



# Profound Networks: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Financial, Geo, Social/Lifestyle, Telecommunications

## Profound Networks Data 101

Profound Networks engages in Internet scale monitoring and analysis of publicly available corporate networks and creates actionable data assets for competitive advantage in the telecom and IT verticals.

### Description of Data Types:

- **Network Growth** – Target Companies growing their online network at specific rates.
- **Device Count** – Segment companies by # of devices on their public network.
- **eCommerce** – Target companies using specific eCommerce platforms.
- **Web Analytics and Tracking** – Target companies leveraging specific website and tracking platforms.
- **Advertising** – Target companies monetizing traffic with specific advertising platforms.
- **Social Networks** – Target companies that have built on Social Networks.
- **Hosting Provider** – Target companies by their website hosting provider.



- **Cloud Provider** – Target companies by their Cloud Provider(s).
- **Content Management System** – Reach companies by specific CMS platform.
- **Email Provider** – Target companies by their email provider and server being utilized.
- **SSL Vendor** – Segment companies by their SSL provider.
- **SIC Code** – Select Industry vertical by SIC code.
- **Annual Revenues** – Target Companies by their annual revenues.

## Collection Methodology:

Profound Networks developed a platform to compile and analyze an excess of 3 billion routable IP addresses and their corresponding DNS and networks attributes on a quarterly basis. In addition to comprehensive IP mapping, analysis of 200 million Domains is also conducted each quarter.

## Use Our Data For:

Profound Networks' data is best leveraged when it comes to targeting the 'Digital Footprint' side of the business. Strategies include targeting businesses by network size, network growth, server architecture, eCommerce, Analytics, Cloud vendors and more. Ideal for IT and Telecom space!



# Proxama: A Buyer's Guide

**DATA TYPES:** Offline Match, Retail, Social/Lifestyle, Travel

## Proxama Data 101

Proxama is the leading mobile proximity engagement and data company. We specialize in transport-based mobile proximity services. We use Bluetooth beacon-led technology to deliver the most accurate and reliable mobile location and behavioral data for engagement, audience management and traveler insights.

### Description of Data Types:

- **Travel** – Users defined by mode of transportation, including bus, train and air, as well as travel behavior, such as commuter
- **Retail** – Defined by users regularly visiting retail locations, such as shopping malls
- **Leisure** – Defined by users regularly going to leisure locations. For example, football fans visiting stadiums or regular cinema goers

## Collection Methodology:

Proxama's data is collected by using Bluetooth low-energy beacons positioned across transport infrastructure and high footfall and dwell time destination locations. Proxama segments are modeled based on physical behaviors of mobile users.

## Use Our Data For:

Targeting audiences based on their physical behavior in addition to their online behavior, such as regular visitors to a football stadium or a shopping center.



# Qualia: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Financial, Retail, Social/Lifestyle, Travel

## Qualia Data 101

Our segments are created based on a variety of intent-focused user generated signals (price alerts, coupon downloads, purchase history, shopping/wish list additions, location data, etc.) coming directly from our website, app and SDK partners. Our data is different than that of a lot of other providers because these are all declarative signals expressed by consumers, which our IQ algorithm evaluates based on strength, recency and frequency. We take into account multiple actions performed across all devices as opposed to simply classifying a consumer as in-market based on one action. 70% of our data is unique to Qualia.

## Description of Data Types:

Qualia has in-app and web based data available – covering categories such as automotive, travel, entertainment and more. Most of the categories we offer are two tiered, for both in-app and web.

An example of how we define our audiences would reflect as the following (this is for a college education user) – Consumers exhibiting the strongest and most recent signals of intent towards college education, bachelor's degree, master's degree, college research, etc. Note: within Qualia's in-app data we're able to see if the user physically went to a university. This is a robust action, that would make this user heavily qualified to be in this particular audience.

Other categories we cover include retail, home improvement, sports, tech, business and more!

## **Collection Methodology:**

Qualia collects data from a little over 15 data partners, which allows us to assemble a unique data set. We're working with partners that specialize in loyalty programs, wish lists, social media, product comparisons, location based data and more.

Before a user is bucketed into an audience, we look for these users to perform consumptive, declarative and actionable data points, to ensure these users are the most qualified. Lastly, once a user is placed in an audience, we'll score the users based the user's recency, which will allow you to target the most qualified user today – and allow you to target a lesser qualified user tomorrow.

## **Use Our Data For:**

Our data is best used for in-app campaigns, as 45% of Qualia's in-app data is location based data. We've seen strong performance in the past within automotive, retail, health and travel verticals. Qualia's data has a 40% overlap from in-app to web (with our cross device approach), this allows you to target the same users via in-app / web, to ensure you're reaching the most qualified users at the best time and on the right device.



# Ranker: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, CPG, Demographic, Political, Retail, Seasonal, Social/Lifestyle, Travel

## Ranker Data 101

Ranker is a top 100 online destination that provides data-driven answers, along with snackable content to an audience of over 23 million unique visitors each month. Our site is most popular among millennials who vote on youth-oriented topics like video games, vampire movies, NBA players and geek culture. We also provide crowdsourced answers to high-intent searches for specific entertainment genres ("the best CIA movies"), entertainment platforms ("best on Netflix"), food items ("the best candy bars") and retail products ("the best men's watch brands"), enabling marketers to reach active online opinion seekers in specific domains. Using our proprietary opinion graph to tie together opinions across domains, we also have political segments available based on liberal and conservative affinities.

## Description of Data Types:

- **Millennial Interest Data** – Many youth-oriented topics on Ranker appeal mainly (80+%) to millennials and marketers seeking out enthusiasts in topics that millennials are specifically interested in will find a valuable youth-oriented audience available at scale. Female vs. male millennial interests are targetable as well.

- **Entertainment** – Just as people go to Yelp to read opinions and go to restaurants, people come to Ranker to read opinions about movies, TV shows and music to discover and consume the “best TV shows to binge watch,” the “best family shows on Amazon Prime,” the “best psychological thrillers,” the “best country rap bands” along with thousands of other similar searches. Our data allows marketers to reach opinion seekers in specific genres or cord cutters looking for entertainment on specific OTT platforms.
- **Politics** – Leveraging our proprietary opinion graph that connects voting behavior across domains, we tie specific celebrities and entertainment properties to liberal (e.g., fans of Neil Patrick Harris and “Louie”) and conservative (e.g., fans of Carrie Underwood and “2 Broke Girls”) psychographics.
- **Internet Culture** – Individuals who are enmeshed in the internet’s celebration of memes, geeks, nostalgia and celebrity gossip are readily targetable with these segments.
- **Shopping** – Most of these individuals come from Google searches for specific product categories in Fashion (“best cowboy boots”), Games (“most anticipated video games”) and Food (“best snack foods”) enabling marketers to reach high-intent audiences without the costs associated with search engine marketing.

## Collection Methodology:

Ranker collects millions of opinions each month from hundreds of thousands of individuals who are actively seeking out crowdsourced answers about specific topics. Visitors to these data-driven answers, many of whom come from high-intent searches, are segmented based on interest in both broad (e.g., “TV enthusiasts”) and specific (e.g., “Thriller Fans”) segments.

## Use Our Data For:

Use Ranker data to target millennial interests, fans of geek/internet culture, or individuals with specific politically-laden cultural sensibilities at scale. Also use our data to target high-intent entertainment opinion seekers in film, TV and music.



# Retargetly: A Buyer's Guide

**DATA TYPES:** Demographic, International, Mobile

## Retargetly Data 101

Retargetly is the leading independent DMP and Data Exchange that focuses on hispanics audiences. We power publishers, marketers and advertising agencies from U.S., EMEA and Latam with proprietary segmentation technology and audiences that deliver results.

Through our Smart DMP solution – the first freemium data management platform for publishers – and exclusive partnerships with top selected data providers, we are able to collect data across multiple online and offline properties and offer the best hispanics and latino audience segments for both branding and direct-response campaigns.

## Description of Data Types:

Retargetly's taxonomy is organized into the following main categories:

- Demographic segments: users that belong to a specific demographic group (e.g., "Male", "25-34 years", "AB socio-economic group")
- Interest segments: users that browse specific content or declare interest in them (e.g., "Interest in Motherhood", "Interest in Sports and Outdoors", "Interest in Nightlife")



- Intent segments: users that browse specific products on ecommerce sites, classified sites or have specific search keyword data (e.g., “Purchase intention in Smartphones”, “Purchase intention in Cars”, “Purchase intention in airplane tickets for traveling to U.S.”)
- Language segments: users that browse content repeatedly in a specific language (e.g., “Spanish”, “English”, “French”)

## Collection Methodology:

We collect data from our publishers and partners network through:

- Javascript tags/SDKs
- Server to server integration

Our methodology consists on matching specific on site/app events, actions, search keywords and other data to specific segments from our taxonomy. This process is constantly reviewed and tested by our team of data scientists to ensure accuracy and reach of all of our segments.

## Use Our Data For:

Retargetly’s data is ideal for targeting Hispanics and Latino audiences at each stage of the purchase funnel, improving response rates, conversions and brand recognition.



# Scanbuy: A Buyer's Guide

**DATA TYPES:** CPG, Demographic, Offline Match, Retail, Seasonal, Social/Lifestyle

## Scanbuy Data 101

Scanbuy (Scanlife App) starts with higher quality data (not cookies) as primary data, and build your campaigns, audiences, segments, etc. from there. Consumer scan data is an authentic, bottom-funnel signal that someone is, at minimum, curious about a product and brand, and more likely, ready to engage with or buy the product. Capturing this “moment of truth” data, and putting it to good use for digital marketers, is our business.

## Description of Data Types:

Our largest product scan categories are: Health & Beauty, Consumer electronics, and Food & Beverage. Not from inferred behavior (consumer browsing activity on-line), but from intentional behavior (consumer scanning products in stores). At Scanbuy we have found dramatic KPI improvements in digital marketing initiatives where audience-building starts with consumers who have used their smartphone's camera to purposefully scan a product, poster, or promotion ... as a targeting baseline. The old adage “quality in, quality out” clearly applies here when it comes to using consumer scans as the “seed” data to build from.

## Collection Methodology:

Consumers scan products all over the world every day. We classify this data into product categories and audience segments. We often know where the product was scanned, and the gender and age range of these consumers. Scanning is an intentional, purposeful act. We consider this data to be bottom-of-the-funnel marketing data, and use it as seed data to broaden our segments and build better targeting campaigns.

## Use Our Data For:

Target a strong-affinity sub-segment. Build “act-alike” model to expand a target audience. Co-mingle this data with in-house data (CRM, web, other) to drive superior A/B tests, campaign results, and measurable ROI. Our product scan data is a better indicator of consumer intent.



because we all become **more unique**

# Semasio: A Buyer's Guide

**DATA TYPES:** Behavioral, Demographic, Mobile, Modeling

## Semasio Data 101

The semantic, non-categorizing and unfiltered approach to user profiling provides a maximum degree of detailed information for greatest flexibility in generating any target with high accuracy and reach. A Semasio user profile is a large, weighted keyword cloud of the most important terms and phrases in the internet pages consumed by each user. The entire analytical process is user-centered and functions by means of machine-learning-based natural language processing. No pre-categorization or hypotheses necessary.

## Description of Data Types:

- **Interest Targets:** Target groups divided according to intensive, topic-centered surfing behavior
- **Socio- Demographic Targets:** Maximum quality reach for all socio-demographic features
- **Purchase Intents:** Target groups divided 1:1 according to purchase intent shown
- **Custom Targets:** Individually created targets for any marketing objective

## Collection Methodology:

The content of every webpage visited is analyzed. The most important terms and phrases of each internet page is collected and transferred to the user profile. The behavior shown across hundreds of consumed internet pages provides comprehensive, detailed and current information for the generation of targets.

## Use Our Data For:

- **Intent:** A last click attribution will be valid, because the client is already close to the completion of the checkout process.
- **Interest:** An interest segment will deliver a broader audience, so a last click attribution won't succeed, because users at the top of the funnel are reached who will probably have their first contact.



# SirData: A Buyer's Guide

**DATA TYPES:** Auto, B2B, CPG, Demographic, Retail

## SirData Data 101

Sirdata is an online data provider that offers a fully automated, third-party data collecting and profiling platform. The company specializes in collection, targeting and selling of profile data on the Internet. Using advanced algorithm technology; Sirdata collects anonymous data that identifies the intentions, interests and behaviors of Web users. This targeted data is then made available to their partners (ad networks, advertisers, re-targeters, search re-targeters and customers) to help optimize their displays.

## Description of Data Types:

Sirdata's categories are defined using an advanced algorithm technology that crosses the sources of data, crunches information, and deduces the purchase intentions of users. A detailed scoring model analyzes Web users' digital imprints including behaviors, interests and habits to define the categories. The categories are characterized by users who actively buy, or are interested in that specific category. For example, Shopping consists of users who are active buyers on comparison and classified sites. Top 10 categories include:

- Shopping
- Fashion
- Sports
- B2B
- Travel & Transportation
- Education
- Home & Garden
- Entertainment
- High Tech
- Finance

## Collection Methodology:

Sirdata currently collects online data in eight countries (Brazil, Canada, France, Germany, Italy, Spain, UK and the U.S.). The company collects anonymous data from mid-range publishers. The primary goal is to capitalize on the data collection of publishers that attract 10,000 through 400,000 monthly unique visitors. Using publisher's tags, the scoring system allows Sirdata to track their data, and make key matches to anticipate the actions and intentions of purchasing online.

## Use Our Data For:

Targeted data is made available to Sirdata's partners to help optimize their displays. Both advertisers and publishers can benefit from our targeted smart data. This rich source of targeted data benefits advertisers by creating meaningful and relevant advertising campaign strategies, and ensures they are making the most out of every Web user's click.



# Skimlinks: A Buyer's Guide

## Skimlinks Data 101

Target users better than ever before with Audiences by Skimlinks. We turn content-powered, transaction-driven data from our network of 55,000 publishers into exclusive high-converting audience segments to enable more relevant, more effective campaigns for advertisers.

- **Unique dataset** – Access content-powered, shopping-oriented audience data
- **Actual data** – Our data is not inferred, it's 100% based on real user behaviors
- **Proven performance** – Reach audiences at brand and product category level throughout the purchase journey

## Description of Data Types:

Reach users based on where they are in their route to purchase.

- **Wants to buy** – Users with no immediate plan to buy a certain product/ brand, but who have indicated an interest and are open to making a purchase in a product category or specific brand of product (e.g., homewares, Ella Moss, game consoles, Sony, etc.)
- **About to buy** – Users who are actively in-market and looking to purchase a specific product or in a particular product category



We offer a range of standardized product and brand categories as well as tailor-made categories for more detailed campaigns.

### **Collection Methodology:**

Skimlinks helps over 1.5 million publisher websites globally get paid commissions for the products they write about. In doing so, we capture and analyze 15 billion intent signals across the content web daily, including the products and brands people are reading about, clicking on and buying. We apply the complete set of intent signals from across our network to our product intelligence layer—which understands the taxonomy and metadata of 100 million product references and links—to provide high-converting premium audience segments.

### **Use Our Data For:**

The data from these content-to-commerce journeys enables Skimlinks to create a rich taxonomy of brand and product category audience segments that are highly predictive of purchase behaviors. Use this data to drive more relevant, more effective campaigns.

# Solve Media: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, Demographic, Social/Lifestyle, Travel

## Solve Media Data 101

Solve Media, a leader in online security and digital advertising, has been monitoring bot traffic since 2009. They help publishers and advertisers alike to prioritize investments in anti-fraud technologies. Their proprietary online and mobile advertising platform, the TYPE-IN, creates highly effective opportunities for brands to engage with real consumers. Now, Solve is leveraging data from across their CAPTCHA network (of more than 100,000 global websites) to enable advertisers and publishers to verify human traffic.

## Description of Data Types:

Solve Media's "Human Verified" audience is built off of data collected from its exclusive CAPTCHA network (users who have correctly completed CAPTCHAs are considered a verified human).

Solve Media distributes validated human audiences and self-declared intent and interest based segments. To combat fraud, Solve Media produces various Secure Audience segments to help you find the right combination of quality and reach that is appropriate for your campaign. For intent and interest based segments Solve Media provides a number of self-declared segments across automotive, travel, entertainment, and business verticals. There are also similar demographic segments useful for audience target validation.

## Collection Methodology:

Solve Media developed technology to make CAPTCHAs near impossible for bots, and trivial for humans. The technology also uses a smorgasbord of variables to indicate whether a surfer is a robot before the CAPTCHA is even served. Solve Media's Verified Audience is built off of data collected across its exclusive CAPTCHA network, reporting on its pre-analysis of users and the success of their CAPTCHA interactions.

## Use Our Data For:

Use Solve's data as a private taxonomy that buyers can subscribe to. For Verified human traffic, Oracle will offer categories for each of our data providers, giving buyers the option to choose which partner to use and which audience to apply. Channel partners can bundle it into premium "fraud-free" inventory.

# Specialists Marketing Services: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, Creative Optimization, Demographic, Financial

## Specialists Marketing Services Data 101

Specialists Marketing Services is a Consumer & B2B data management/ compilation company specializing in consumer and business databases/ demographics. We leverage data-driven strategies to innovate and capture value from deep and real-time information. CustomerConnect360 is built through proprietary methodologies using response, transactional and survey data, and it offers the richest consumer data available today. The Business Intelligence Solutions (BIS) Database is a multi-sourced business file containing postal, email, phone numbers and deep business demographics.

## Description of Data Types:

CustomerConnect360 & Business Intelligence Solutions Database attributes are available for digital ad targeting. A complete list of attributes is available through Oracle BlueKai.

CustomerConnect360 includes key segments such as Age, Income, Gender, Marital status and advanced segments such Ethnic group, Political party, Donor cause, Product Purchase interest and much more.

The Business Intelligence Solutions data includes detailed business segments such as Gender, Company size, Job Title/Function, Business Type and geography. This comprehensive database is a high-volume source used for maximum selectivity to reach many markets and functional segments. Reach corporate buyers in areas such as Finance, IT, HR, Sales & Marketing and more!

### **Collection Methodology:**

Hundreds of public and private data sources including direct response, transactional and survey data, are used to compile the Specialists CC360 Consumer Database. The Business Intelligence Solutions business data is sourced through strategic data partnerships that include subscriber, Internet, government and survey type data.

### **Use Our Data For:**

The Specialists CC360 Consumer Data can be used to target consumer segments by demographic and psychographic attributes. In addition to attributes known to be connected to each consumer we also have 40+ modeled segments of our consumers who are most likely to respond to offers such as Automotive, Career, Education, Home Improvement and Travel. Business Intelligence Solutions data is used to target specific business markets by business type, executive job title/function, company size or geography.



# StatSocial – Powered by IBM Watson: A Buyer's Guide

## StatSocial – Powered by IBM Watson Data 101

Personality driven marketing at scale is now a reality. By analyzing billions of social media interactions and blog posts on individuals, StatSocial and IBM Watson allow brands and marketers the ability to target messages based on personality types. Now marketers can speak to people across 52 different different personality segments; for example, people who are adventurous, open to change or achievement striving.

### Description of Data Types:

In total, StatSocial offers 52 IBM Watson Personality Insights segments.

**The Big Five** personality characteristics includes five primary characteristics, or dimensions: Agreeableness, Conscientiousness, Extraversion, Emotional Range, and Openness. Each of these five top-level dimensions has six facets that further characterize an individual according to the dimension.

**Needs** describe which aspects of a product will resonate with a person. The model includes 12 characteristic needs: Excitement, Harmony, Curiosity, Ideal, Closeness, Self-expression, Liberty, Love, Practicality, Stability, Challenge and Structure.

**Values** describe motivating factors that influence a person's decision making. The model includes five dimensions of human values: Self-transcendence/Helping others, Conservation/Tradition, Hedonism/Taking pleasure in life, Self-enhancement/Achieving success, and Open to change/Excitement.

### Collection Methodology:

IBM Watson Personality Insights uses linguistic analysis to infer personality traits, intrinsic needs and values of individuals.

### Use Our Data For:

By using data to group and cluster people based on personality types, you can customize messages that better speak to personal wants, needs and preferences.

For example: Layering personality data over auto-intender data -- adventurous people see the SUV/Crossover ad; conscientious people see the eco-friendly ad.



# TiVo: A Buyer's Guide

**DATA TYPES:** TV Viewership

## TiVo Data 101

TiVo's expertise spans multi-screen functionality and back-end services that support linear television, video on demand (VOD), mobile apps, streaming, etc. Our experience in the market puts TiVo in a unique position to offer superior data for targeting television viewers and measuring sales impact. Our data segments power any planning, modeling or reporting you can imagine. Our viewership data is ready to be manipulated by sophisticated data science teams familiar with processing large datasets.

### Description of Data Types:

- **Flat Files or TV Viewership data** – Raw data processed by a buyer's internal data teams
- **Syndicated TV Segments** – Viewership segments that span across verticals and viewership attributes
- **Campaign Segments** – Ad-exposed segments used for an attribution ad matched to digital campaigns
- **Custom Segments** – Ability to create segments not readily available in data stores



## Collection Methodology:

TiVo's TV Viewership data is sourced from TiVo's retail set-top boxes and from MVPDs who use TiVo's software. For our segments, we deploy a 1:1 deterministic match to first- and third-party data with our owned and licensed set-top box data. Experian is our leading partner to execute the third-party match process based on name/address. For our raw data, matching occurs at household level via Experian with each device viewership mapped to each household. While we don't model our raw data, our segments can be modeled in-house via a third-party partner or within the data stores.

## Use Our Data For:

- Targeting cross-platform
- Optimizing frequency
- Extending reach
- Improving campaign KPIs
- Appending TV data to digital campaigns



# TransUnion: A Buyer's Guide

**DATA TYPES:** Attribution, Auto, B2B, Financial, Modeling, Offline Match

## TransUnion Data 101

TransUnion is dedicated to finding innovative ways information can be used to help make better and smarter decisions. We uncover trends and insights using current and historical information as well as alternative data sources. These insights empower our customers to identify and reach their clients and prospects online or offline. Today, TransUnion reaches consumers and businesses in more than 30 countries around the world on five continents.

## Description of Data Types:

By leveraging more than forty years of powerful TransUnion consumer insights, institutions in areas like auto lending, finance, insurance, real estate, retail, and telecommunications can more effectively target and reach high-value audience segments. Use TransUnion's aggregated consumer credit data segments based on digital marketing best practices or consult our experts to design a custom approach.

The TransUnion small business digital marketing solution helps identify employee and company specific attributes online by linking small business characteristics with consumers. For a full list of segments please see the Oracle BlueKai taxonomy.

## Collection Methodology:

TransUnion consumer solutions combine proprietary core data assets, advanced analytics, and industry-focused experience to create aggregated audience segments.

TransUnion small business solutions combine proprietary core data assets and business data via innovative matching logic. The small business data include more than 29 million small businesses compiled from over 70 sources – validated to ensure data accuracy and freshness.

## Use Our Data For:

Let TransUnion's superior consumer intelligence help your business identify and reach your best customers – and maximize your bottom line. TransUnion can help you:

- Maximize campaign responses by identifying high-performing audience segments
- Use online ad space more effectively
- More precisely evaluate campaign effectiveness and optimize future campaigns

Advertise to small businesses and their employees online to:

- Grow small business market share through relevant, timely offers online
- Define specific small business targets with deeper granularity and reach at scale
- Target small business candidates for tailored invitation-to-apply (ITA) offers



# TruSignal: A Buyer's Guide

**DATA TYPES:** Attribution, Auto, B2B, Demographic, Financial, Mobile, Modeling, Offline Match, Political, Travel

## TruSignal Data 101

TruSignal gives you a more precise way to target your best prospects at scale.

**Declared Audiences** – (Auto Owners, SMB and Pre-Movers) Our deterministic (not modeled) audiences are linked to targetable consumer profiles. Data is sourced from public records, service records and local listings.

**Predictive Audiences** – (people likely to purchase) Based on 100s of key attributes from actual past purchasers, these propensity audiences are built using offline big data and our predictive analytics technology.

## Description of Data Types:

TruSignal Audiences are uniquely developed for each industry vertical using actual owners or past purchasers.

### Auto

- Existing Auto Owners – 187 million vehicles in the garage.
- Near Market – people with a propensity and capacity to purchase a particular make/model.

## **Small and Medium Business (SOHO)**

- Target decision makers for 97% of all U.S. businesses

## **Financial Services**

- Credit Cards, checking/savings accounts
- Auto Insurance
- Term Life
- Mortgage Refinance

## **Interest Audiences**

- Lifestyle / Healthy Living
- Online Games & Quizzes
- Real Estate
- Travel

## **Higher Education**

## **Political Donors**

**Pre-Movers** – homes recently listed for sale

## **Estimate Household Income**

## **Collection Methodology:**

TruSignal's core data is aggregated from a wide variety of offline data providers such as public and private records, surveys, service records, and local listing resulting in thousands of attributes per 220M U.S adult profiles. All data is cross-referenced to ensure the highest quality and accuracy.

Predictive audiences are built comparing past purchaser data against thousands of attributes to derive the 100s of key predictive factors that define precise audiences at scale.

## **Use Our Data For:**

TruSignal Audiences improve the accuracy and efficiency for Branding. They also reach "near market" Prospects before they are showing any in-market signals. All audiences contain verified profiles, so you are reaching people, not bots. Use TruSignal audiences to improve targeting efficiency and acquire new customers you are not reaching today.



# Twine: A Buyer's Guide

**DATA TYPES:** Auto, Behavioral, CPG, Demographic, Mobile, Seasonal, Travel

## Twine Data 101

Trying to target with confidence in mobile? Twine Data is your source for purely deterministic mobile-only data. Our unique segments are never created from models, algorithms, or guesses but instead represent the actual actions, behaviors, and reported demographics of real users. Our network of affiliated app publishers represent a long tail of customers you won't find elsewhere.

## Description of Data Types:

Twine's data is focused on consumers' interests as indicated by their concrete actions within mobile apps—booking a trip, shopping for products or services, clipping coupons, listening to music, watching a show, and more. Interest categories include Dining, Shopping, Recreation, Travel, Events, Services, and Entertainment and can be drilled down from there, even delivering fans of particular brands.

## Collection Methodology:

Our data is collected from our network of affiliated app publishers, which includes a long-tail of smaller apps whose unique users can add more reach to a campaign. We ingest and categorize their data using our proprietary action-based segmentation methodology; we put users into segments only if specific actions have been taken, not if a model tells us to.

## Use Our Data For:

Select from our dozens and dozens of deep segments to put together just the right audience for your mobile brand or direct-targeting campaign, for mobile customer acquisition, or campaign analytics.



# V12 Group: A Buyer's Guide

**DATA TYPES:** Auto, B2B, CPG, Demographic, Financial, Travel

## V12 Group Data 101

V12 Group turns offline consumers into targetable audiences by mapping offline demographic, lifestyle, purchase, auto, CPG, and B2B data into privacy compliant online audience segments. Blending accurate and up-to-date offline data with over 100M U.S. consumers has increased ROAS for both brand and direct response campaigns alike.

## Description of Data Types:

V12 Group offers over 1000 audience segments to target across 12 categories including:

- **Automotive** – make, model, year, class, age, in-market predictor
- **CPG** – Baked goods, snacks, egg/dairy, beverages/beer/liquor, meat/poultry/seafood
- **Community and Language** – Chinese speakers, French speakers, Italian speakers, Spanish speakers, Portuguese speakers, Asian, African American, Hispanic, American Indian, Caucasian
- **B2B** – employee size, company sales, employee rank, SIC2, SIC4
- **PYCO Personality** – Psychographic data that maps 320 data attributes into a proprietary algorithm that accurately assign a personality type to over 100 million users



- **Buyers** – books, female apparel, food buyer, home décor, home improvement, pets, diet and weight loss, jewelry

Plus:

- Demographic
- Travel
- Finance
- Sports & Fitness
- Lifestyle & Pursuits
- Entertainment

## Collection Methodology:

V12 Group's multi-channel consumer file is one of the largest consumer databases in the industry. The database is an aggregated file built from more than 40 compiled and proprietary data sources, which combine postal, email, phone, and mobile data, as well as hundreds of selectors to further improve targeting.

V12 Group's data assets include:

- 208M consumer records
- 110M U.S. households
- 72M ePostal records and 86M eZip
- 81M email records
- 112M phone records

## Use Our Data For:

Advertisers have seen strong performance leveraging V12 Group's online audience segments across a variety of categories, including:

- Automotive
- CPG
- B2B
- Travel
- Finance
- Niche Lifestyle
- Personality targeting
- Entertainment
- Buyer and Intender



# #Home by Vendigi: A Buyer's Guide

**DATA TYPES:** Behavioral, Demographic, Financial, Retail

## #Home by Vendigi Data 101

#Home by Vendigi provides audience data for all things home. Discover a spectrum of audiences spanning the home ownership lifecycle – from buying to living in and selling a home – each a unique audience for financial institutions, retailers, cable and telecom providers, and others. Discover homebuyers seeking mortgages or homeowners inclined to purchase cable service, home security. Target homeowners with plans to remodel or ones who have recently pulled out a home equity line of credit.

### Description of Data Types:

#Home introduces a new paradigm of audiences predicated on real world facts blended with digital footprints. Our unique combination of property intelligence, mortgage performance, and online behavior introduces an array of digital audiences for data-driven marketers to reach **homeowners, home buyers, home sellers, and real estate professionals.**

**Homeowners** – refine your reach using property characteristics, location, amount of equity, years in residence, home value and more

**Home Buyers and Sellers** – varying propensities of buyers and sellers with intelligence to recognize shoppers in every stage of the process

**Real Estate Pros** – breakthrough audiences of brokers and agents

## Collection Methodology:

We capture, curate, and activate data from the source supporting over 80% of all real estate activity in the country. These highly guarded systems introduce proprietary first-party audiences from real estate broker websites, multiple listing systems, real estate transaction management platforms, and loan origination systems. #Home audiences also include fact-based homeowner audience segments that originate from offline sources covering 99.8% of U.S. households with a proven track record in marketing lift.

## Use Our Data For:

#Home provides insights related to audiences involved in any phase of the real estate lifecycle – whether shopping, buying, living, remodeling, refinancing, or selling a home. These dimensions empower verticals in the real estate space to deliver breakthrough digital advertising experiences to the right audience at the right time.



# Vertical Mass: A Buyer's Guide

**DATA TYPES:** Cookies, Mobile Device IDs, Emails, Social Handles, Offline Purchases, Feeds

## Vertical Mass Data 101

Our Data Partners include the leaders in music, entertainment (movies and television) and sports.

More than 400 partners use Vertical Mass to exclusively aggregate their audience data and use this for better marketing and monetization. As part of this strategy, our partners opt in to include their data into the Vertical Mass data segments.

Leading brands benefit from targeting Vertical Mass data. Brands also get a deeper understanding of these audiences through our insights.

Please contact us to learn about branded talent, team or publisher data.

## Description of Data Types:

Vertical Mass is the only definitive data source for known fans of leading sports teams, movies and music. Vertical Mass audiences have shown a 3x ROI over other targeting strategies for both endemic marketing and affinity/interest-based that aligns with a brand's objectives.

Segments are based on "fans" or users who have engaged with a team, talent or a platform's first-party websites, apps, social media, ticketing, streaming sources and more.

**Home Buyers and Sellers** – varying propensities of buyers and sellers with intelligence to recognize shoppers in every stage of the process

**Real Estate Pros** – breakthrough audiences of brokers and agents

Verticals using our data:

- Movies
- Music
- Sports
- Automotive
- Beauty
- CPG
- Retail

### Collection Methodology:

**Behavioral data from:** Website, Mobile app, Email, E-commerce, Video streamers, Audio streamers, Ticketing, Location, etc.

**Events include:** Page views, Page clicks, URL clicks, Add to cart, Remove from cart, E-commerce purchase, Buy ticket, Buy VIP experience, Buy season tickets, Stream video, Stream audio, Download app, Share social post, Location and more.

**Data types include:** Cookies, Mobile device IDs, Emails, Social handles, Offline purchases, Feeds and more.

### Use Our Data For:

- Vertical Mass data enables brands to reach unique and exclusive audiences previously unavailable.
- Target according to known browsing and purchasing activity with audiences' favorite teams, talent and platforms in music, sports and entertainment.
- Vertical Mass data helps brands meet their campaign goals across all stages of the funnel from awareness to engagement and conversion.



# Visa Audiences: A Buyer's Guide

**DATA TYPES:** Restaurant, Retail, Entertainment, Grocery, Seasonal, Travel

## Visa Audiences Data 101

The world's largest retail electronic payments network is now at your fingertips for the U.S. and UK. Visa Audiences powered by Oracle provide audiences based on more than \$3T of annual U.S. card spend and £522B annual UK card spend. They are uniquely built from Visa purchase data combined with Oracle Data Cloud known demographic, financial, purchase and other data on 115MM+ U.S. households.

## Description of Data Types:

Choose from pre-built audiences or build custom audiences from criteria such as merchant category, frequency of spend, spend amount, time period and offline vs. online spend.

Visa Audiences categories include:

- Automotive
- Entertainment
- Grocery
- Restaurant
- Retail
- Seasonal
- Spend Profile
- Technology
- Telecom
- Travel

## Collection Methodology:

Aggregated spending insights such as high or frequent spend are culled from U.S. Visa credit- and debit-card transactions. These insights are then combined with Oracle Data Cloud demographic, purchase and other data to create Visa Audiences powered by Oracle. Visa aggregates and de-identifies all transactional data output for Visa Audiences to protect cardholder and merchant privacy.

Visa Audiences powered by Oracle are fueled by:

- \$3T+ of annual U.S. Visa card spend & 62B captured transactions  
*(Source: 2017 Visa U.S. data based on The Nilson Report Issue 1103)*
- £522B annual UK Visa card spend & 12B captured transactions *(Source: 2015 Visa UK data based on Lafferty World Cards Intelligence)*
- Demographic, purchase & other Oracle Data Cloud attributes on 115MM+ HHs

## Use Our Data For:

Reaching customers and prospects based on actual retail spending patterns. Choose from more than 300 pre-built audiences for the U.S. and UK or opt to have a custom audience built with purchase-based categories, such as QSR and Entertainment.



# Webbula: A Buyer's Guide

**DATA TYPES:** Auto, B2B, Behavioral, Demographic, Financial, Hobbies, Interests, Offline Match, Political, Retail, Seasonal, Social/Lifestyle, Social Media, Travel

## Webbula Data 101

Webbula helps marketers engage the right individuals and drive the shortest path to purchase across channels with 100 percent non-modeled, deterministic audience data, empowered by proprietary quality-centric and fraud-mitigating technology. By prioritizing quality data over quantity, Webbula assists marketers to maximize campaign accuracy and conversion. Because Webbula's authoritative, self-reported data is continually obtained from multiple sources, scale is still achieved while upholding high-quality standards. Webbula's clients find value in overlaying the company's data vault of demographic, interest, automotive, B2B, political and financial audience data points, which contain 340MM email addresses, 340MM+ cookies and 200MM+ mobile IDs as match points.



## Description of Data Types:

Webbula's data focuses on the individual and understanding their behaviors and interests instead of guessing with models. Our data segment categories include:

- **Automotive** – Target auto owners based on vehicle standardization, year/make/model legitimacy and auto owner demographics; sourced from point of sale, warranty and repair records
- **B2B** – Identify decision makers in specific roles, locations and industries with additional data on sales volume, functional roles and more; sourced from licensing boards, municipal records, registrations and online and offline directories
- **Demographic** – Reach individuals and households with premium data beyond basic age and gender, including household and family composition, net worth, income, language, education, homeowners and more; sourced from subscriptions, web sign-ups and point-of-purchase transaction
- **Interests/Hobbies** – Target individuals from more than 245 self-identified interest categories including donations, reading, sporting, exercise, shopping habits, lifestyle and travel interests; sourced from registrations, interest groups, behavioral data and point-of-purchase
- **Political** – Identify registered party voters, unregistered/undecided voters, historical political donors and voter demographics; sourced from voter registration data and cross-referenced with demographic attributes
- **Financial** – Gain insights on individual's investments, mortgage, savings, credit, insurance and financial behavior; sourced from self-reported surveys
- **Premium** – Webbula's Taxonomy now includes a wealth of B2B data across a wide variety of industry, business and technology categories

Continued ►►

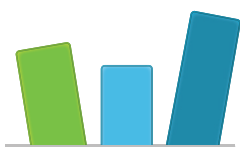
## Collection Methodology:

Webbula's data forgoes modeling and uses information the individual volunteers about him or herself from 110+ sources, including publisher partners, transactional events and surveys. When Webbula receives data, cloudHygiene is applied to mitigate fraud and threats. WebbuScore then validates and scores consumers utilizing USPS/NCOA, geolocation, 10-year history, IP validation, name parsing and family history validation.

## Use Our Data For:

Webbula's insightData improves campaign accuracy and relevancy and is beneficial to:

- Mobile
- Display
- Video
- In-app ads
- Actionable TV
- Shopping cart abandonment
- SEO campaigns



**WHOTOO**

# WhoToo B2B Targets: A Buyer's Guide

**DATA TYPES:** B2B, Offline Match

## WhoToo Data 101

WhoToo's B2B Targets is your premium source for B2B data available in the BlueKai marketplace. With comprehensive business-targeting data from thousands of sources, B2B Targets offers quality, depth and versatility to global advertisers. With more than 70MM professional contacts and comprehensive firmographic data on over 25MM companies, B2B Targets offers unparalleled data coverage in segments vital to the needs of B2B companies.

## Description of Data Types:

B2B Targets bring together multiple online- and offline-data sources to deliver a comprehensive view of business segments. Eliminate ad waste by targeting only decision makers at businesses with a profile like your current customers.

- Company (Employees, Revenue, etc.)
- Decision makers (Finance, IT, etc.)
- Functional area (HR, Marketing, etc.)
- Industry (Construction, Restaurants, SIC & NAICS, etc.)
- Professional groups (IT, Financial, etc.)
- Seniority (Director, C-Level, etc.)
- Tech use (Cloud, SaaS, Installed Software, etc.)

## Collection Methodology:

Historically some of the best marketing data available in the market comes from smaller companies specializing in industry sectors or verticals. These highly skilled niche-marketing companies are the driving force behind B2B Targets.

B2B Targets is comprised of high-value audiences from the following sources:

- Online Registrations
- Trade Publications
- Event Organizers
- Online Newsletters
- Company Financials
- Email Marketing Files
- Publishers Co-ops
- Business Registries
- Offline & Online Publishers
- Directory Assistance

## Use Our Data For:

We help B2B marketers drive scale and eliminate ad waste by targeting highly specialized individuals at prospect companies across the web. Target decision makers at companies that fit your profile to improve CTR, engagement and conversion.



# Ziff Davis: A Buyer's Guide

**DATA TYPES:** B2B, Behavioral, Mobile, Retail, Seasonal

## Ziff Davis Data 101

Ziff Davis is the leading global media company specializing in consumer and business tech, gaming, entertainment and men's lifestyle with sites such as PCMag, IGN, TechBargains, IT Toolbox and AskMen. Our audiences of consumers and business decision makers in 74 countries are 100% organically sourced from branded, trusted and contextually-relevant properties and services. These are designed to help people discover, choose, buy and use thousands of products and services.

## Description of Data Types:

Ziff Davis audiences are derived from online and offline actions relating to 500+ topics and focused on thousands of brands, types and models of products and services in our verticals. While based primarily on browsing activity across billions of owned-and-operated web pages, our exclusive datasets also include eCommerce actions, content downloads and subscriptions, and other offline activities that signal purchase intent.

Hard-to-find audiences include high-intent IT and business decision makers in the U.S., UK, Canada, Europe, Australia and South Asia; Back to School; Holiday and other seasonal shopping events based on multiple actions on websites, in emails and across partners.

Large first-party audiences of intent enable Ziff Davis to provide granular data with 3+ frequencies and recency of 15 days or less. This makes in-market audiences by Ziff Davis ideal for performance-seeking advertisers as well as those with branding objectives and reach targets against in-market segments.

### **Collection Methodology:**

Ziff Davis builds audiences organically by creating compelling content and experiences that people crave to help them discover, choose, buy and use the consumer and business products that matter most to them. Each month more than 160 million people visit IGN, PCMag, ExtremeTech, TechBargains, IT Toolbox and AskMen and 100+ other premium sites. This is where we collect anonymous behavioral signals, including searching for and researching new products, reading reviews, downloading white papers, clicking commerce links, opening and clicking within emails with consumer offers and/or specialized business content.

### **Use Our Data For:**

Branding and performance campaigns for Web and mobile platforms that seek to improve response and conversion rates, or to affect brand awareness and consideration among accurately targeted audiences.

## Contact The Data Hotline to get started

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Quick answers & the audiences you need to win  
[www.oracle.com/thedatahotline](http://www.oracle.com/thedatahotline)

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