

Alliant®

The Audience Company™

As a leading data company trusted by thousands of brands and agencies, Alliant delivers highly predictive custom & syndicated audiences across TV, programmatic, social and more.

Every audience is generated from a proprietary transactional data set and securely built at the PII level. Alliant Audiences enable marketers to target by deterministic buying behavior in addition to propensities for specific brands, products and interests, demographics, automotive and political preferences.

Acquire. Enrich. Optimize.

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Custom and Syndicated Audience Solutions

Available Across All Channels



Deterministic Purchase Data

built from the the leading transaction-driven data co-op



PII-Based Data Set

that's ethically sourced and CCPA compliant



Future-Proofed Connectivity

with flexible matching and distribution options

Choose from Over 2,000 Syndicated Audiences

Verticals

- Retail
- DTC
- Financial Services
- Auto
- Media & Entertainment
- Travel
- Political

Categories

- Brand & Product Propensities
- Interest Propensities
- Purchase Behaviors
- Payment Scores
- Demographics
- Household & Movers



Alliant is IAB Tech Lab Certified for Data Transparency



Need Audience Support? Just Ask.

Email datahelp@alliantdata.com 24/7 for quick responses.

ALLIANT IS FULLY CCPA COMPLIANT

Alliant is relied on by hundreds of brands and agencies, every day.

Our Audiences are based on PII level transactions from 500+ DTC brands providing a unique, compliant view into consumer purchase behaviors, preferences and loyalty.

5 Years

Consumer Purchase History

2.5+ Billion

Purchase Transactions

225+

Data Sources

15,000

Predictive Data Elements

100 Million

U.S. Households

1.5+ Billion

Identity Graph Links

2,000+ Digital Audiences for Any Channel



Programmatic

Custom and syndicated audience segments available on every activation platform.



Addressable TV

Go beyond programming & geographic linear TV buying to target the viewers you really want, at scale, on any MVPD.



Social

Push any Alliant Audience to Facebook, Instagram, Twitter, Pinterest, Snapchat, or LinkedIn.

Alliant® | The Audience Company™

alliantdata.com | (845) 617-5510
datahelp@alliantdata.com | @alliantinsight