

Identify Consumers

Claritas Digital Telco

Find your best audiences based on technology behaviors



Claritas' Technology segments are designed to help you identify and target your key technology-based audiences online with greater precision.

Select your segments based on their preference for technology and telecom behaviors, level of technology adoption and usage, using Claritas' ConneXions segmentation audiences— built specifically using technology behaviors. By selecting your segments and activating them online through our Digital Partner Network, you will be able to market with increased precision and improve ROI.

How does it work?

Identify your target



Select your audience based on your target's preference for vehicle maintenance.

Activate a multichannel campaign



Place your media buy via your chosen platform – selecting from hundreds in the Claritas Digital Partner Network.

Available data includes:

- **ConneXions® Segmentation** – Groups households into 53 segments based on the video, voice, and data preferences of that household
- **Claritas Technology Scores**
 - Technology Adoption
 - Heavy Technology Usage
- **Technology and Telecom behaviors** and details such as Prepaid subscribers, Broadband Bandwidth, Home Security, TV subscribers by provider, etc.

Data uses:

Reach consumers based on their affinity for specific technology and telecom behaviors.

Activate your core technology customers across your chosen digital platform.

Engage consumers with the appropriate message to attract the right audience for your business.

Place your media buy on your chosen platform via the Claritas Digital Network or through your chosen DMP.

Find Claritas data on:

centre.

Additional segments accessible via **LiveRamp**
an axxiom company

To learn how Claritas can help you succeed in today's marketing world, contact us at ClaritasDigital@claritas.com or visit www.claritas.com

