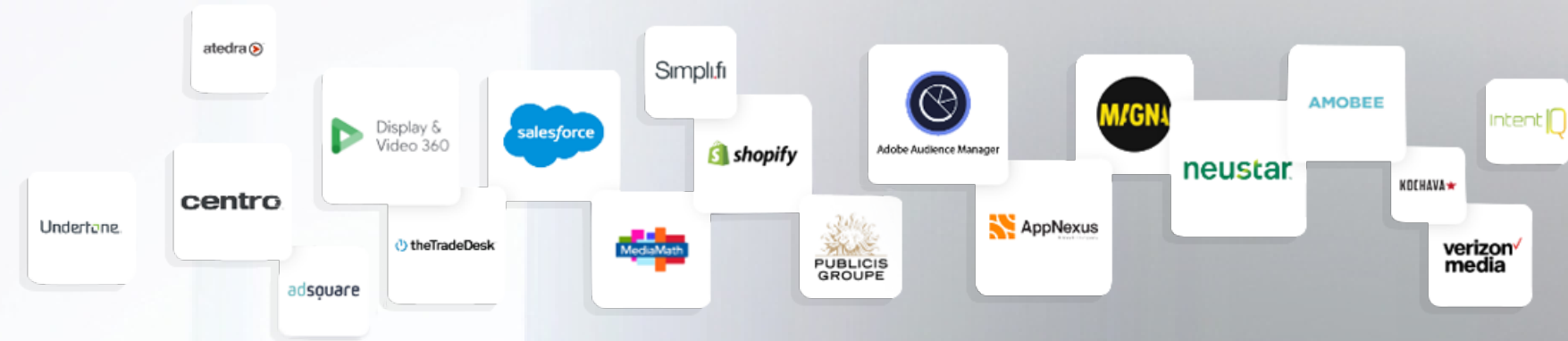# datonics

In an ecosystem full of emerging data providers, Datonics pioneered the path of empowering programmatic platforms with high quality data. We provide over a decade of expertise in web browsing data and have merged this specialization of identifying online hand raisers with offline actions. With an internal device graph tested daily against deterministic datasets with 95% accuracy including in cookieless environments as well as ingredients of 500M cookies, 250M MAIDs and 200M hashed emails, Datonics is one of just a handful of data providers that is self sufficient for the changes to the cookie and IDFA.

WEB BROWSING DATA

Data derived from online observations on publisher websites (shopping sites, product review sites, search comparison engines, vertical content sites, etc). This group of data is classified on a one to one basis and non-modeled.

• Search
• Intent
• Life Stafe
• Behavioral

SPECIALTY DATA SOURCES

Datonics has cross device enabled, direct distribution into leading DSPs & DMPs. This allows us to onboard data from the industry leaders in the following niches under the Datonics brand at the most efficient price points.

• B2B
• Demographic
• Visitor Location (POI)
• Brand Affinity
• Past Purchase

United States + Canada

500M cookie IDs 250M MAIDs 200M hashed emails

Prepackaged Segments Sample

AUTOMOTIVE

Auto Parts & Services
Other Vehicles
Motorcycles
Coupe / Sport
Convertible
Hybrid / Green
Pickup & Trucks
Passenger Cars
SUV / Minivan
Crossover
100+ Makes & Models

GAMING

Computer Games
Online Games
PlayStation
PSP
Xbox
Wii
Hardcore Games
Mobile Device Games

CAR RENTAL

Alamo
Avis etc

BUSINESS & INDUSTRY

Small Business
Office Electronics
Copiers & Fax Machines
Printers
Office Supply
Transportation & Logistics
Legal Services
Financial
I.T.
Business Decision Makers
Small Business

STYLE & FASHION

Accessories
Beauty
Hair Care
Skin Care
Clothing
Children's Wear
Men's Wear
Women's Wear
Jewelry
Shoes & Footwear

FINANCE & MONEY

(Fair Lending Friendly Segments Available)

Insurance
Credit Cards
Trade
Investments, Stocks
Bonds & Funds
Loans
Financial Services
Banks & Bank Services
Credit
Savings
Retirement / 401k
Tax
eCommerce Services
Paypal

DISCOUNT CLOTHES / RACK STORES

Ross
Marshalls
TJ Maxx
Kohl's
Big Lots!

DEMO

Premium Demo
HHI
Portfolio
Assets
Home Ownership

SPORTS

Enthusiasts/Fans (leagues)
Recreational sports
Fitness (Yoga/ palates, gym goers, cross-fit etc.)

QSR

McDonalds
Jack In the Box
KFC
Popeyes etc.

TECH ENTHUSIASTS

R&D
Apple Enthusiasts
Android Enthusiasts

HOME & GARDEN

Furnishing & Décor
Home Improvement
Garden
Do it Yourself (DIY)

CASUAL DINING

Red Lobster
Ruby Tuesday
Golden Corral etc.

RETAIL/FOOTWEAR

Aldo
Clarks
DSW

CAREER & EMPLOYMENT

C Level Executives
Mid Level Positions
Entry Level Positions

SHOPPING INTENT

Etail
Value Shoppers
Coupon Shoppers

EDUCATION

Preschool
College & Admissions
Financial Aid
Online Courses

INTERNET & SOFTWARE

Anti-Virus
Social Networks / Web
Weblogs
Web Search
Webmail
Downloader
Cable & Internet Services

ELECTRONICS

Cameras
Computers
Desktops
Laptops
Tablets
Net books
Apple Products
Navigation & GPS
Dishwashers
Home Cinema
Refrigerator
Audio
TVs & HDTVs
Video/DVD
Washers & Dryers
Coffee Machines

TRAVEL

Camping
Car Rental
Cruises
Flights
Hotels/Motels
Other Transportation
Spas
Family Vacation

RETAIL / DEPARTMENT STORES

Dillards
Macys
Nordstrom
Sears
JC Penney

CLOTHING AND ACCESSORIES

H&M
Old Navy
Victoria Secret
Gap etc.

CUSTOM SEGMENTS

KEYWORDS
Create an audience based on a list of keywords that they have interacted with while browsing online

LOCATION VISITS
Create an audience based on locations that a user has previously visited

BRAND AFFINITY
Create an audience based on their brand preferences

B2B
Create an audience based on their business profile