



datonics

AUDIENCE INSIGHTS

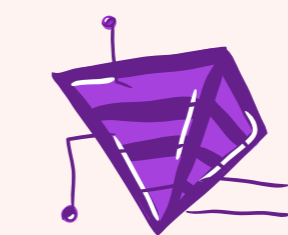
Best-in-class shopper data. Get to know your customers and create better experiences as they navigate their e-commerce journeys.

THE TYPES OF INSIGHTS YOU'LL GET



DEMOGRAPHIC

Age, Gender, Household Income, Education, Property Ownership, Marital Status, Life Events, Family Structure



INTERESTS & HOBBIES

Automotive, Gaming, Home & Garden, Style & Fashion, Travel, Content Consumption (TV, Movies, Music), Pets, Sports & Fitness



SHOPPING BEHAVIOR

Store Visitors (Based on GPS), Value Shoppers, Brand Loyalists, Impulse Buyers, Online vs. Retail, In-Market For, Previous Purchases



PREFERENCES

Advertisement Propensity, Green Awareness, Lifestyle, Health & Wellness, Media & Technology Perception



MANY MORE...

See the unique breakdown of your visitors against Datonics' 1k+ audience profiles



CROSS DEVICE ACTIVATION

Identify and reach your users across desktop, mobile and CTV



BUILT ON DATONICS' BEST-IN-CLASS DATA

Covering 90% of North American users in the US and Canada



NOW AVAILABLE FOR SHOPIFY D2C ADVERTISERS

The only Shopify App able to unlock your deep audience profiles

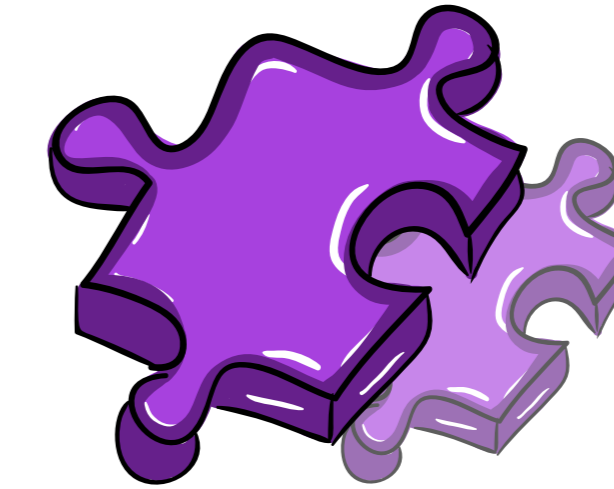
IDENTIFY YOUR WEBSITE VISITORS

Learn what your audience buys, what motivates them, what makes them tick, what inspires them and gain comprehensive insight into the makeup of your audience across demographics, interests, hobbies, life stages, shopping preferences, and more...



PERSONALIZED EXPERIENCE

Tailor your product catalog, your styles and themes, your copy, your marketing efforts and your ad campaigns to be more relevant and inviting and keep your shoppers coming back.



IMPROVE MARKETING STRATEGY

Monitor the impact of targeted campaigns and effectively allocate media spend. Uncover hidden data insights and take action via Datonics' 1k+ segments to enhance your marketing ROI.



datonics

www.datonics.com

Contact us to learn more data@datonics.com