

# datonics CUSTOM Segments



The Datonics taxonomy that is visible in DSPs & DMPs is designed to showcase the top 1,500 segments in our dataset for turnkey activation. You can consider this our data showroom where segments are readily available for a test drive. However, our inventory covers much more than what we put onto the floor as we can tap into an additional 10k+ brand affinity, B2B, past purchase and advanced demographic segments as well as unlimited number of personalized keyword and POI (location visitor) segments. These highly granular segments can incorporate multiple targeting parameters and be combined using the AND boolean to help you achieve the lowest acquisition cost possible.



## KEYWORDS

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

Our custom datasets are derived from an advertiser's search terms and phrases that match 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. Datonics aggregates the search/keyword actions occurring across these publishers into a custom segment to push to your preferred platform seat ID.



## LOCATION VISITS

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

Also referred to as POI (point of interest) targeting, these audience segments are derived from mobile app location data. POI segments can be used to target users who have visited events such as business conferences as well as music concerts or sporting events. Target a business, a street, a neighborhood or a region of your choice.



## BRAND AFFINITY

**Create an audience based on their brand preferences**

Brand propensity segments leverage transactions compiled through email receipts which are then modeled against an asset of billions of transactions including but not limited to credit card purchases. The model identifies users who most closely resemble a user who exhibits shopping behavior most similarly to a known buyer of a certain brand or product/service.



## B2B

**Create an audience based on their business profile**

Our B2B dataset contains 500+ segments broken out by:

- Company size
- Company revenue
- Company industry
- Company department
- Position seniority
- Job function

Learn more & request a data plan [data@datonics.com](mailto:data@datonics.com)



## CUSTOM SEGMENTS

# Materials To Provide

Learn more & request a data plan

✉ [data@datonics.com](mailto:data@datonics.com)

## KEYWORDS

Keyword interaction custom segments are typically fulfilled within two business days and a segment ID will be provided for your selected platform. Longer queues may result in an additional day or two.

### Materials To Provide

- Platform (DSP/DMP) selection
- Keyword list
- Campaign start & end dates (can be estimated)
- Geo targets (optional - DMA, state, region, etc)

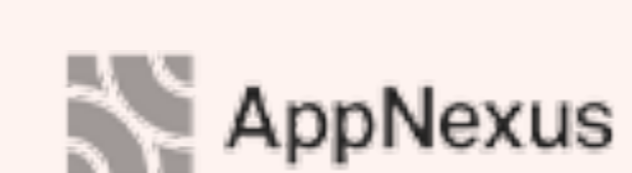
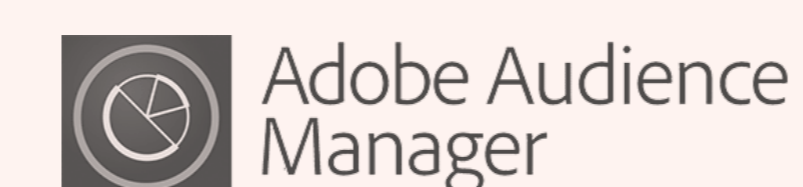
## LOCATION VISITS

Location visit custom segments are typically enabled within two weeks of request and a segment ID will be provided for your selected platform. Please note that volume may be limited at the start of a new custom segment creation.

### Materials To Provide

- Platform (DSP/DMP) selection
- Type of location (business name, neighborhood, etc)
- Optional (hours, days, frequency, visited/not visited)

## AVAILABLE PLATFORMS



Custom segments are \$1.25 CPM USD with no minimum usage or set up fee. In addition to creating custom segments, Datonics can combine up to three prepackaged segments using the "AND" boolean to deliver a merged segment at the CPM rate of the highest segment. This allows advertisers to eliminate any costs that DSPs will charge for the criteria of targeting users who only fall into multiple segments.