# Identify, reach and engage your best future customers.



Eyeota is a data transformation company serving the global enterprise. Leading brands, publishers and data companies leverage Eyeota to onboard, enrich, and activate their data assets across global markets and digital geographies. As the world's largest data onboarding and audience intelligence firm, Eyeota brings a depth of experience in adapting data strategies to be consumer-friendly, addressable and scalable in omnichannel environments. Empowering enterprises with future-proof data capabilities, Eyeota's suite of solutions are privacy-by-design, flexible and interoperable across all major platforms, channels and identifiers.

8 Billion

Unique User Profiles

75+ **Branded Data Partners** 

50,000+

Audience Segments

35+

Vertical & Seasonal Audience Categories

Globally Available

Americas, Asia-Pacific and Europe

**Privacy-Compliant** including CCPA and GDPR

# Eyeota Audiences

Eyeota Audiences fuse demographics, behavioral and psychographic attributes from qualified data partners to create unique digital audience profiles. Our audiences align with industry-standard verticals and seasonal events for greater discoverability.



Segments are mapped to your marketing campaign objectives

Intent

Users who have demonstrated an intent to buy through actions such as product searces, configurations and comparisons

Interest

Users who have demonstrated interest through activities such as reading blog posts, news articles and answering survey responses

**Past Purchase** 

Users who have previously purchased certain brands and/or products within the last 12 months

**Purchased** 

Users who have previously purchased certain products and/or services within the last 30 days

**Owner** 

Users who own certain brands and/or products



# Audiences organized according to how you search, browse and buy

# **Vertical**

The **Vertical** describes industry verticals.

### **Purpose** The **Purpose** is the

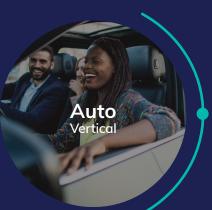
indicated statuse or purpose of the audience.

# Sub-vertical

The **Sub-vertical** is a tier of the Vertical which provides further, more in-depth classification of industy verticals.

# Detail

The **Detail** is a tier of the Subvertical which provides further, more in-depth classification of the sub-verticals.



Interest

Owner

Car Make

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Nissan

Ford



# Ready to activate? Eyeota Audiences are available for cross-channel

campaign targeting on desktop display and video, and mobile. For more information connect with an Audience Specialist at datadesk@eyeota.com.

