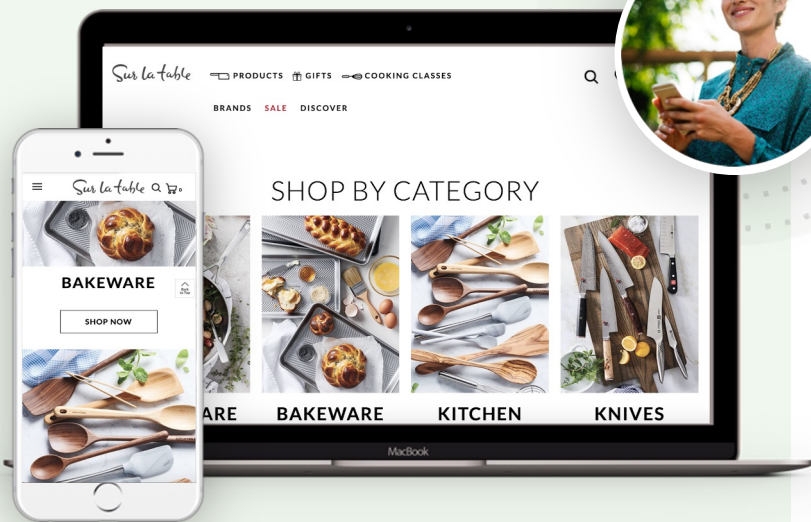




# ShareThis Audiences Overview



# Unlocking the Power of Digital Behavioral Data



**3M**  
Global  
Domains

**18B**  
Monthly  
Events

**1.5B**  
Monthly  
Users

✓ **PRIVACY  
COMPLIANT**

✓ **REAL-TIME**

✓ **PROPRIETARY**



# Making Online Behavior Actionable

Real interest data from real people



User Behavior



Page Content



User Interests



ShareThis Audiences

# Why ShareThis



**Proprietary**

ShareThis data is proprietary and based on real human signals - Think 1st-Party Data at Scale

Real time  
Proprietary  
Privacy Compliant



**Accessible**

Access to ShareThis Data is easy through leading ad tech platforms or direct integration

DSP  
DMP  
CDP  
Data Feed



**Omni-Channel**

ShareThis data can be activated across channels for maximum flexibility

Display + Native  
Video, CTV  
Digital OOH  
Audio





### **VERTICAL**

Easily activate audiences across verticals, from Auto to Real Estate



### **SEASONAL**

Activate audiences around key seasonal events like Super Bowl, Holidays, and Back-to-School



### **IN-MARKET SHOPPERS**

Reach high-intent audiences who have recently engaged with e-commerce sites relevant to your vertical



### **LIFE EVENT**

Reach audiences at major milestones, including recent grads, new parents, and home buyers

# Standard Segments offer On-Demand Activation

Choose from over 1,500 off-the-shelf segments

# ShareThis Custom Audiences

Reaching your exact target audience  
has never been easier

1



You provide us with  
your targeting goals  
and specifications

2



Relevant signals are selected  
from millions of topics in our  
audience creation and insights  
platform (DataSphere)

3



A Custom Audience segment  
is built and activated with  
same day distribution to  
your preferred destination

# Data For Good

Drive issue awareness and align your brand with important social causes by activating any Data For Good Audience Segment



20%  
Donation

ShareThis donates 20% of the proceeds generated from the use of these audiences to a quarterly selection of nonprofit organizations that align with relevant causes.



THE TREVOR PROJECT



LEUKEMIA & LYMPHOMA SOCIETY



The Steve Fund



THE SENTENCING PROJECT



CLEAN AIR TASK FORCE



EVERYTOWN FOR GUN SAFETY



EARTHJUSTICE



MEALS ON WHEELS AMERICA



Foster Love



Responsible Journalism



Diversity Equity & Inclusion



Social Issues & Advocacy



Social Justice & Empowerment



Climate Change & Environment



Charity & Philanthropic



Women's Rights



Gender Equality



Poverty & Hunger



Education



Well Being



Animal Welfare



Sustainability



Veteran Support

Visit [sharethis.com/data/dataforgood](https://sharethis.com/data/dataforgood) for more information

# The Highest Standards of Data Quality & Transparency

## Full Privacy Compliance

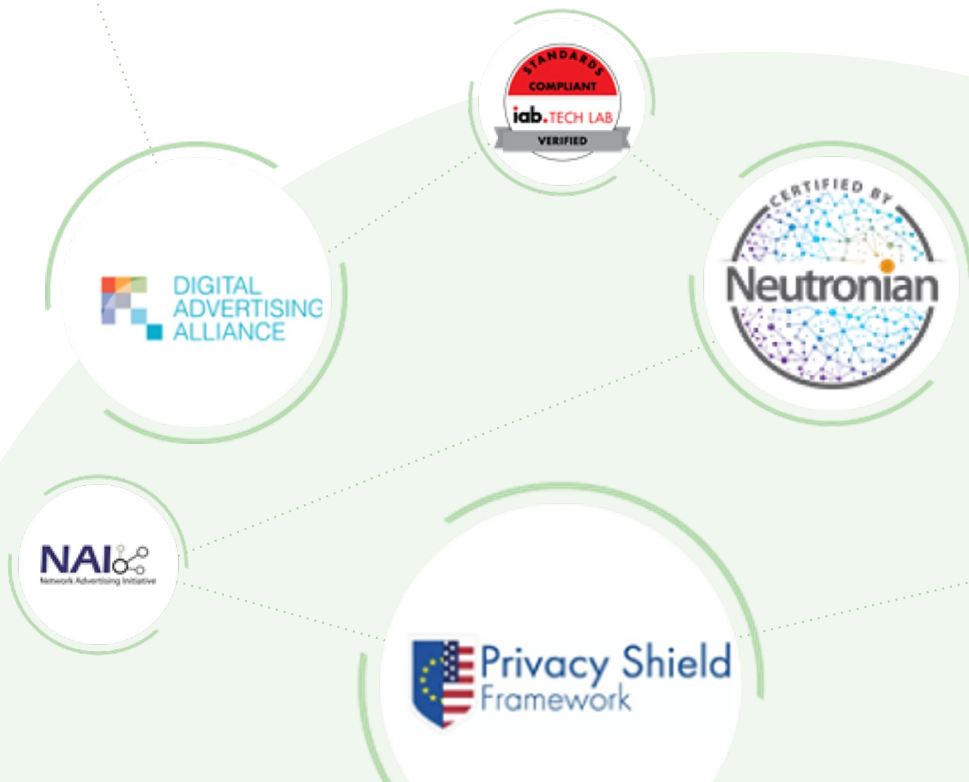
ShareThis ensures compliance through privacy, legal and self-regulatory processes, as well as through ethical relationships and practices with our publisher network.

## Certified by Neutronian

The Neutronian audit evaluates data attributes across consent & compliance, sourcing transparency, dataset characteristics, methodology & processing, and performance.

## IAB Verified

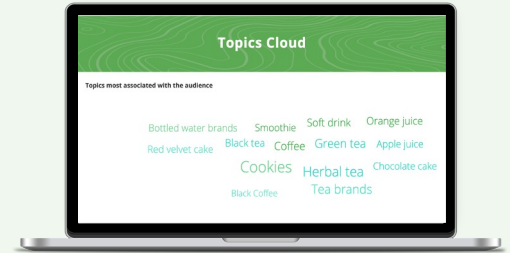
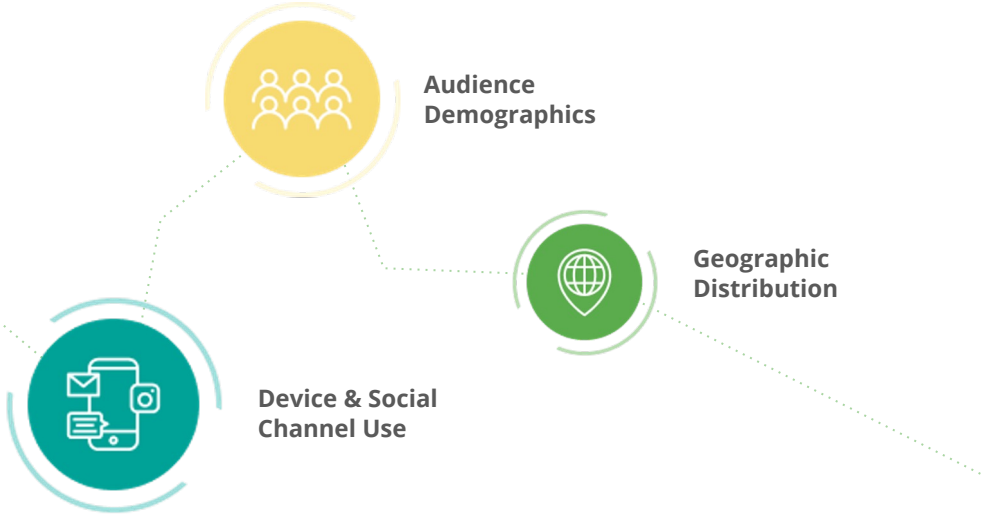
ShareThis is one of only six data providers to have received the IAB Tech Lab verification for data transparency.





# Audience Insights

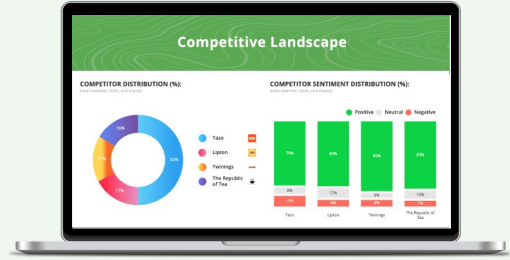
Develop New Strategies and Learn More About Your Consumers with Instantaneous Data Visualizations of ShareThis Audiences



Passion Points



Audience Engagement & Activity Trends



Competitive Landscape



**Thank you**

