AUDIENCE TARGETING

Audience targeting leverages collected data to reach your ideal customers online at any time, on any device. Our experienced programmatic team will deliver ads to your target audience based on age, gender, income, education, interest, purchase intent and much more.

KEY FEATURES/BENEFITS

- **We have access to over 90 branded data partners who source their data from online and offline signals and can be broken down into over 75,000 audience segments.**

- **Audience targeting capabilities include:** gender, age, income, education, marital status, race, household size, lifestyles, interests, plan to purchase, and more!

- **Audience Targeting Segments are informed by:**
  - Browsing history
  - Searching history
  - Past purchasing history (online and offline)

EXAMPLE

Starbucks makes a series of drinks that are brightly colored to match the regions most prominent NFL team colors. In Wisconsin, the drink is bright green and they want to target Green Bay Packer fans, encouraging them to post the drink to social media with the hashtag #GreenBayFrappers. Using audience targeting, we can target groups as specific as female Green Bay Packer fans in Wisconsin between 18 and 35 who have a social media account.