

Classic Extended Audiences

Socio Demographics

Audience Transparency Overview

Details		Data and Audience Details for Transparency
Audience Expansion	Yes, lookalike modelling is used to include "similar" IDs.	
Audience Precision Level	Individual - <i>The level of granularity for audience composition.</i>	
Audience Refresh Cadence	Daily	
Availability	The availability of the listed Audiences may vary depending on Demand Side Platform policy.	
Available Countries	Germany, Great Britain	
Cross-device Expansion	Yes	
Data Inclusion Methodology	Modelled - <i>The underlying audience attributes are calculated using an algorithm, with a seed as the source.</i>	
Data Source	Online Survey - <i>Origin of the raw data used to compile the audience.</i>	
Frequency / Recency	1-2 Contacts in 30 Days	
ID Count	The number of IDs contained in the Audiences vary depending on the Demand Side Platform.	
ID Type	Cookie ID Mobile ID	
Privacy Policy	semasio.com/privacy	
Segmentation Criteria	We use NLP (Natural Language Processing) to extract the most important words on a webpage to create its Semantic Page Profiles. When a user consumes the page, the Semantic Page Profile is integrated into the user's Semantic User Profile. The platform then automatically identifies what the Seed Audience has in common semantically that simultaneously differentiates it from the rest of the countries population.	
Source Lookback Window	Monthly, 30 Days - <i>Period in the past that a qualifying event can occur for inclusion in Audience.</i>	

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Category	Audience
Age Group	
	Age 18-29 (Male / Female)
	Age 30-39 (Male / Female)
	Age 40-49 (Male / Female)
	Age 50-59 (Male / Female)
	Age 60+ (Male / Female)
B2B	
	Accountancy
	Construction
	Education
	Business Services
	Financial & Accounting
	Financial Services
	Building & Construction
	Health Industry
	Hospitality and Leisure
	IT and Telecom
	IT & Technology Services
	Production
	Legal
	Manufacturing
	Media and Marketing
	Medical and Health Sciences
	Real Estate
	Retail
	Transportation
	Wholesale

Category	Audience
Community	
	Pensioner
	Student
Income	
	Income above ~£1,500 monthly
	Income below ~£1,500 monthly
Social Media Usage	
	High
	Low

About us

Semasio is an independent targeting solution. We empower marketers to build any targeting strategy that is tailored for their marketing goals: Whether the goal is to find users, target pages or exclude specific page contexts, Semasio allows to have a comprehensive targeting strategy combining and extending the different solutions in an easy way.

We use Natural Language Processing to analyze all important keywords on a page. This creates a living Semantic Page Profile. Based on these page profiles we build User Profiles. This allows marketers to create a comprehensive targeting strategy.

Semasio GmbH was founded in 2010 by Kasper Skou. The company is based in Hamburg and New York, Denmark and Portugal. Its customer base includes global agency networks, global advertisers as well as independent media and performance agencies.