eyeota

Which data VS is the best?

Declared   VS   Modelled

In the digital world, it is all about using the right data to reach your target audiences. Eyeota presents a handy guide for marketers and media buyers who purchase audience data to decide whether declared or modelled data works best for your campaign.

Collects data from **LARGE** sample size audiences

Collects data from a **SMALL** sample size and projects onto a large population

& the data is

Declared   Verified

Observed

& parts of the data are

?

Statistically Modelled
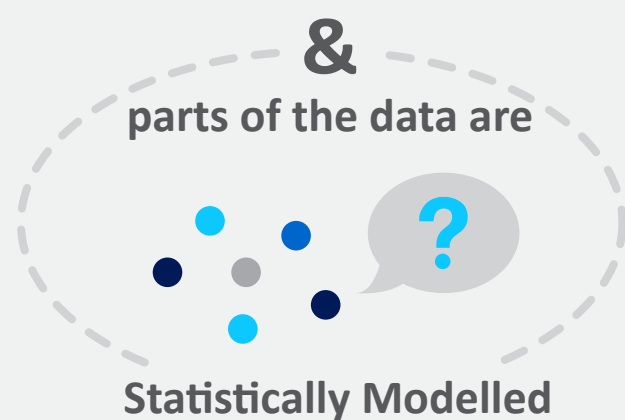
- **High quality albeit pricier**
- **Run accurate campaigns**

- **Cheaper, but less accurate**
  Used in many modern day data or web applications where data needs to be processed quickly using limited memory

Summary

The best data that delivers results is typically declared data, which is in a class of its own. If you choose to use modelled data, ensure that you include good quality declared data in your algorithm. This will help verify your modelled data and make it more valid.

About Eyeota

Eyeota is the global leader for local audience data with over 1.8 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, Düsseldorf, London, Melbourne, New York, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyeota.com

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