# eyeota

How To Use Audience Data

Audience data allows you to understand your target audiences. Whether you are new to audience data or a savvy media buyer, getting the basics right is important. Audience data is only effective if you employ the right data strategy.

1 Use the right metric

The right metric is important in measuring the success of your campaign. This enables you to test and analyze your audience data to see if it is working for your campaign.

The Great **DIAPER SALE**

Target Audience
Women
25-34
Mothers, Pregnant women or parents
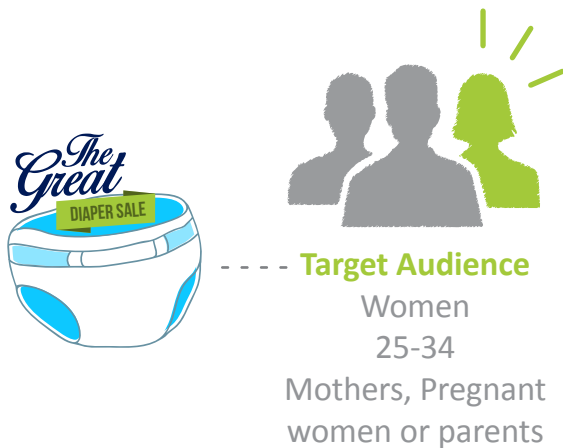
2 Clear outline of your target audience

Supposing you are an advertiser who wants to reach consumers interested in purchasing diapers. From this broader group, you need to narrow your parameters which could include women aged 25 to 34, existing mothers, pregnant women, or parents.

3 Willing to reassess your strategy

A one-size-fits-all approach might not work for every single campaign.
If your data strategy does not work initially, look into other data strategies.
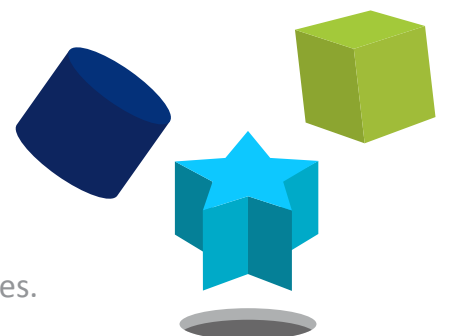
Third-party data

## 4️⃣ Use a combination of data strategies

If you are a marketer, you can add depth and scale to your existing customer data with third-party data. Wide-net strategies like retargeting can become more successful in reaching your target audiences when used in conjunction with third-party data.

5️⃣ Monitor bot traffic

Bots are the bane of digital advertising and skew figures.Be sure to look at your bot traffic across non-audience activity. Sometimes you can discover up to 5 to 15% of bot traffic accross video formats on display ads
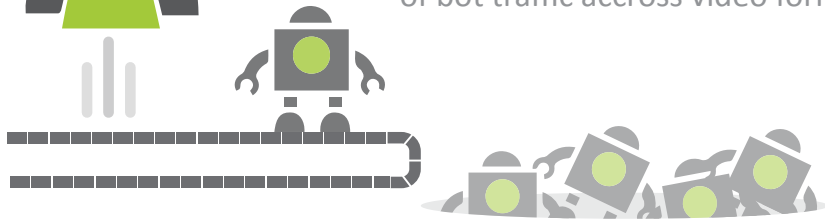
6️⃣ Know your sources

Where is your data coming from? Is it collected from a publisher's website? Is it declared registration data? Is this data modelled from market research surveys, collected from a small sample, and then used to reflect the entire population? This simple checklist can help you determine the data's relevancy to your campaign and flag any limitations.