

# Handy Guide On

## 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. The effect of each strategy is different and should be measured differently.



### Make sure your campaign strategies work together

2

Third-party data

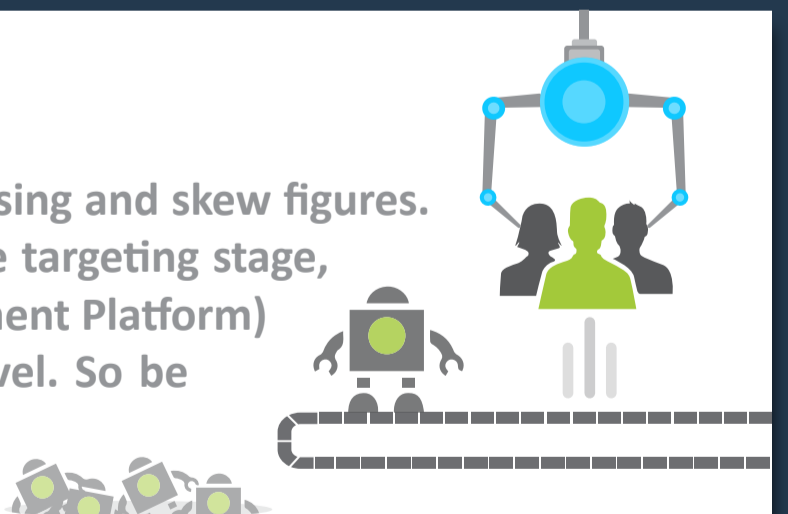


If you are a marketer, you can add depth and scale to your existing customer data with third-party data. Lower funnel strategies like retargeting only allow you to reach a finite number of users as you only reach those who have visited your site before. Third-party data makes your strategies more successful when used in conjunction with first-party data.

3

### Monitor bot traffic

Bots are the bane of digital advertising and skew figures. Ad fraud can get in at the audience targeting stage, usually at the DMP (Data Management Platform) or DSP (Demand Side Platform) level. So be sure to look at your bot traffic across non-audience activity.



#### 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.eyota.com](http://www.eyota.com)