

# Do you really need a DMP?

A Data Management Platform (DMP) is a really useful piece of ad-tech that can help you aggregate your first- and third-party data so that you can understand more about your audience and tailor advertising messages to them. However, a contract with a DMP provider can often incur a hefty annual or monthly fee so before committing to this, check out how Eyeota is able to provide you with the same DMP capabilities **AT NO COST**.

DMP

Eyeota



track and segment audiences



target audiences



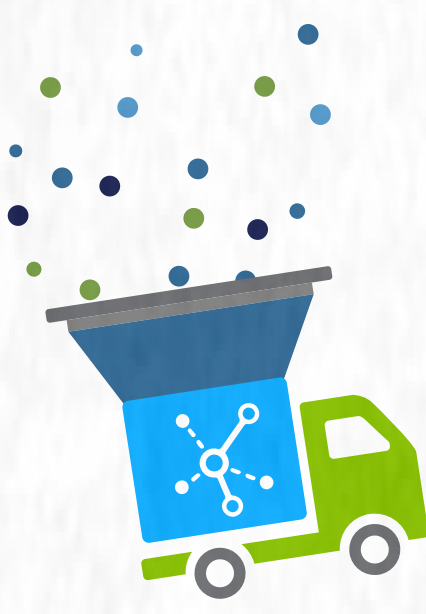
generate insights/analytics on that audience



import other data sources and overlay them on your audience



integrate with other sources of information



importing other data sources (branded)



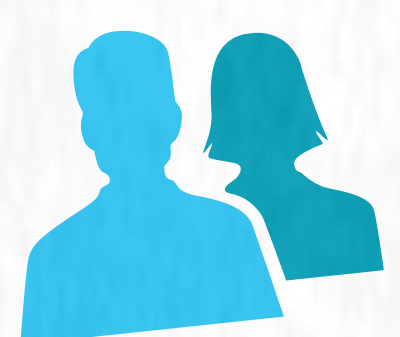
data monetization



private data marketplace



custom segments



lookalike modelling



match custom datasets



annual fee



## About Eyeota

Eyeota is the global leader for local audience data with over 1.5 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, London, Melbourne, Singapore, Sydney and Tokyo. To find out more, visit:

[www.eyeota.com](http://www.eyeota.com)