

Your Handy Guide to Audience Data

Audience data fuels the advertising technology engine, and is useful for marketers and media buyers to maximize their digital marketing ad spend. It enables advertisers to reach out to their target audiences with precision.

What is audience data?

Audience data is simply data points collected from individual browsers. It reflects real users doing real things on the Internet.

Through our network of more than 30,000 publishers, Eyeota is able to collect data points about age, gender, marital status, what interests and hobbies they have, what they might buy soon and where they are planning on going on holiday.

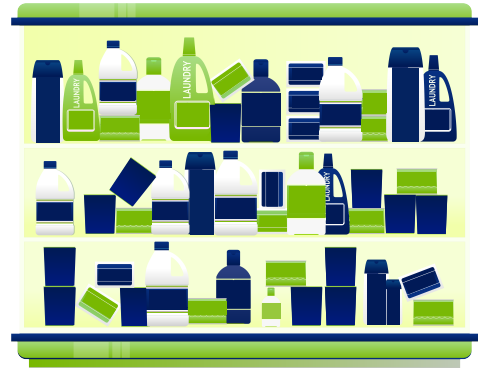
These data points are put into segments and used by media agencies to help advertisers target online users more effectively.



How can audience data help digital marketing strategies?

Large amounts of unorganized data can be:

- Fragmented
- Diverse
- Unknown source/quality
- Difficult to access and use



Eyeota helps to organize audience data to make it easier for advertisers to use

This data enables better targeting as it is:

- Segmented into groups
- Neatly organized
- Organized varieties
- Relevant volumes
- Easily accessible
- Trusted source
- Made actionable



Audience Data – An Effective Digital Advertising Solution

The Challenge:

The number one goal of every brand is to keep consumers coming back for more. Think of all the times when you have seen an online ad that is not relevant to you – you are likely to switch off.



The Solution:

Data helps brands to target effectively. Audience data helps to deliver the right ad, to the right user at the right time. This means that media agencies can maximize their media spend.



About Eyeota

Eyeota is the global leader for local audience data with 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, trading desks, DSPs, DMPs 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 or email info@eyota.com