## Eyeota Audiences for NEW Omnichannel Campaigns



Activate Eyeota Audiences to reach your best future customers on desktop, mobile, and social channels.

Eyeota Audiences fuse demographics, behavioral and psychographic attributes from qualified data providers to create unique audience segments to engage with consumers throughout each stage of the customer journey.

#### The benefits of activating Eyeota Audiences for **Omnichannel campaigns**



**4B+ Unique User Profiles** 

Audience Segments

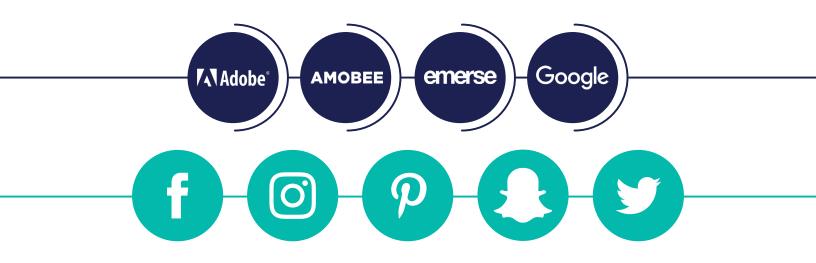
Vertical & Seasonal Audience Categories

global markets Americas, Asia-Pacific

Independently Verified for Quality & Compliance

**Privacy-Compliant** including GDPR & CCPA

#### Easily access Eyeota Omnichannel Audiences



### Eyeota is here to help you get started!

For advertising campaigns on desktop display, video and mobile in-app, Eyeota audiences can be accessed through Adobe, Amobee, Emerse and Google platforms.

To start activating simply:

- Choose the Eyeota Audiences through the select platforms
- Activate the audiences to apply to desktop and mobile-app campaigns

Pricing: On desktop and mobile channels, Eyeota audience activation is set by the standard segment CPM rate.

# For advertising campaigns on social channels, Eyeota audiences can be accessed through Amobee's Segment Builder and pushed to Facebook, Instagram, Pinterest, Snapchat and Twitter.

#### To start activating simply:

- - Sign a one-off Amobee Social audience activation agreement
  - Grant Amobee business account access to social channels
  - Choose the Eyeota audiences to deploy

Pricing: On social channels, Eyeota audience activation is charged 15% of your media spend with no minimum cost for activation.

Connect with your Eyeota account manager to get started or our Audience Specialists at datadesk@eyeota.com.



Got a campaign? Our Audience Specialists can build the best audience plan for your goals. Contact datadesk@eyeota.com today.