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.

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

4B+ Unique User Profiles

1300+ Audience Segments

17 Vertical & Seasonal Audience Categories

**Available in global markets** Americas, Asia-Pacific and Europe

Independently Verified for Quality & Compliance

Privacy-Compliant including GDPR & CCPA

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

**Optimize Campaign Delivery**

Define an audience targeting strategy that includes sociodemographic traits, interests, and purchase-intent of your target audience to optimize delivery.

**Improve Consumer Experience**

Integrate diverse behavioral signals from digital, social and offline environments to improve audience experience.

**Tailor Brand Visibility**

Ensure brand products and solutions are suitable and relevant to your target audience.

**Achieve Greater ROI**

Analyze and track performance to finetune future campaign and channel investment.
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.

© 2020 Eyeota All rights reserved. Eyeota, the Eyeota logotype, and other products and services of Eyeota are trademarks, service marks, or registered trademarks of Eyeota. 0210 Part No. 202000210