

Eyeota Enrich

Enrich first-party data with **Eyeota Audience Profiles** to identify, reach and engage your current and future customers.



Eyeota Audience Profiles

Eyeota fuses qualified user identifiers to create robust audience profiles that empower brands with the consumer traits and personas they need to gain a more detailed and holistic view of their current and future customers in omnichannel environments.

4.5 Billion

Qualified User Identifiers

Available in 30+ Markets

Asia, Americas, Europe, Oceania

1,300+

Audience Profiles & Personas

Verified & Certified

for Quality & Compliance

20+

Vertical & Seasonal Categories

Privacy-Compliant

with CCPA and GDPR

Eyeota Enrich

Eyeota Enrich enables brands to augment their first-party data with qualified consumer traits and personas to transform loyalty and retention programmes, optimize acquisition strategies, and enhance digital marketing campaign engagement and performance.

The benefits of enriching your first-party data with Eyeota Audience Profiles.

1. Identify

Enhance understanding, and identify new traits and characteristics of your existing customers by overlapping Eyeota Audience Profiles with first-party data in your data management platform.

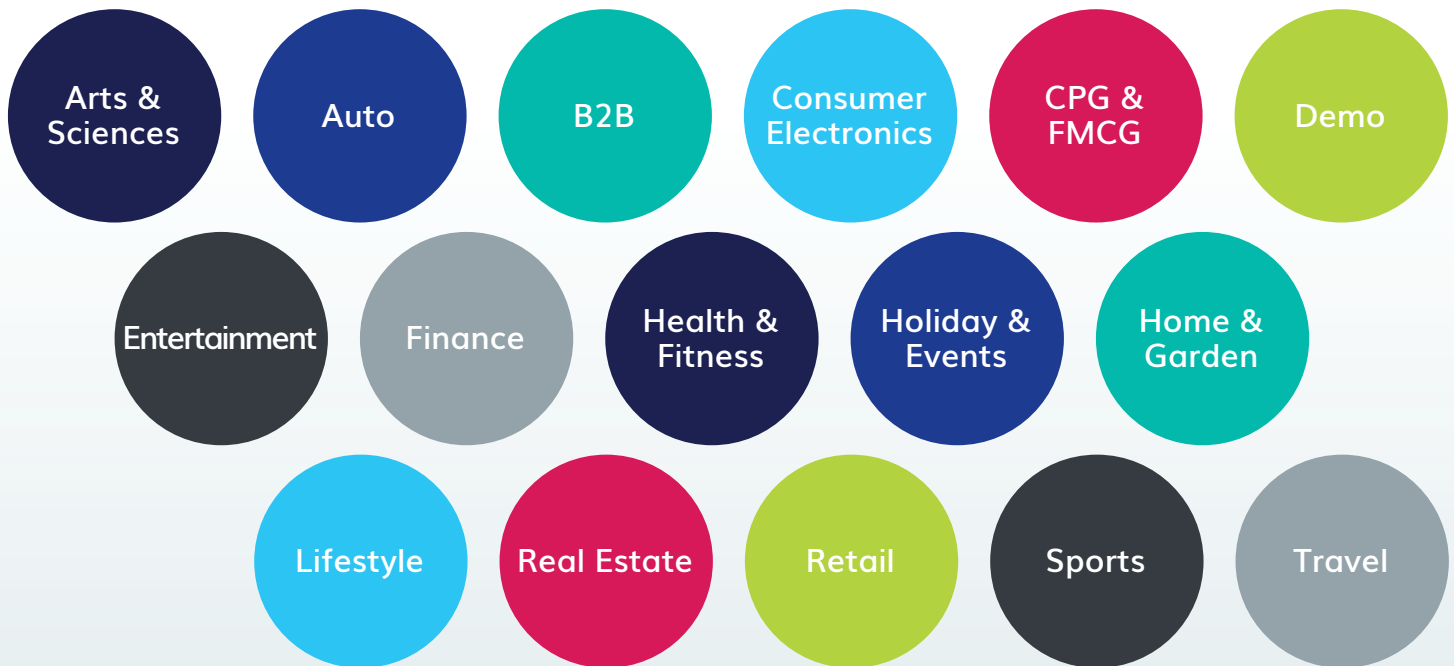
2. Reach

Expand the reach and scale of your targetable customer base by modelling first-party data with Eyeota Audience Profiles.

3. Engage

Engage with existing and future customers in omnichannel environments by activating newly enriched audiences on digital display, video, mobile and social channels.

Eyeota Audience Profiles are categorized by industry-led verticals & seasonal events



Audience Profiles are classified by your customers' path to purchase

Intent

Users who have demonstrated an intent to buy through actions such as product searches, configurations and comparisons

Interest

Users who have demonstrated interest through activities such as reading blog posts, news articles and answering survey responses

Past Purchase

Users who have previously purchased certain brands and/or products within the last 12 months

Purchased

Users who have previously purchased certain products and/or services within the last 30 days

Owner

Users who own certain brands and/or products

Employment

Users who are employed in certain industries or verticals.



Audience Profiles are segmented for clear and precise targeting.

Vertical

The **Vertical** describes industry verticals.

Purpose

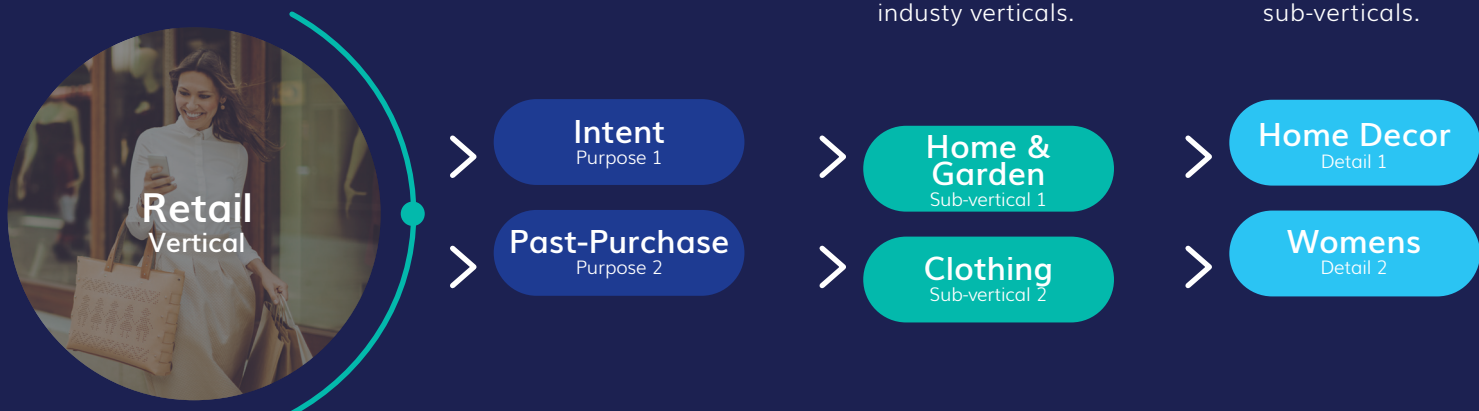
The **Purpose** is the indicated status or purpose of the audience.

Sub-vertical

The **Sub-vertical** is a tier of the Vertical which provides further, more in-depth classification of industry verticals.

Detail

The **Detail** is a tier of the Sub-vertical which provides further, more in-depth classification of the sub-verticals.



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Are you ready to enrich your first-party data?

Connect directly with an Audience Specialist at enrich@eyeota.com to find out more.