

Identify, reach and engage  
your best future customers.



Eyeota is an audience technology platform that enables the intelligent use of data. We work with marketers, data owners, and research companies to provide distinct, comprehensive, and qualified audience data. From precise 1:1 targeting to driving awareness at massive scale, our audience solutions enable brands to reach new customers, enhance marketing analytics, deepen insights, and boost campaign performance.

**4.5 Billion**  
Unique User Profiles

**70+**  
Branded Data Partners

**25,000+**  
Audience Segments

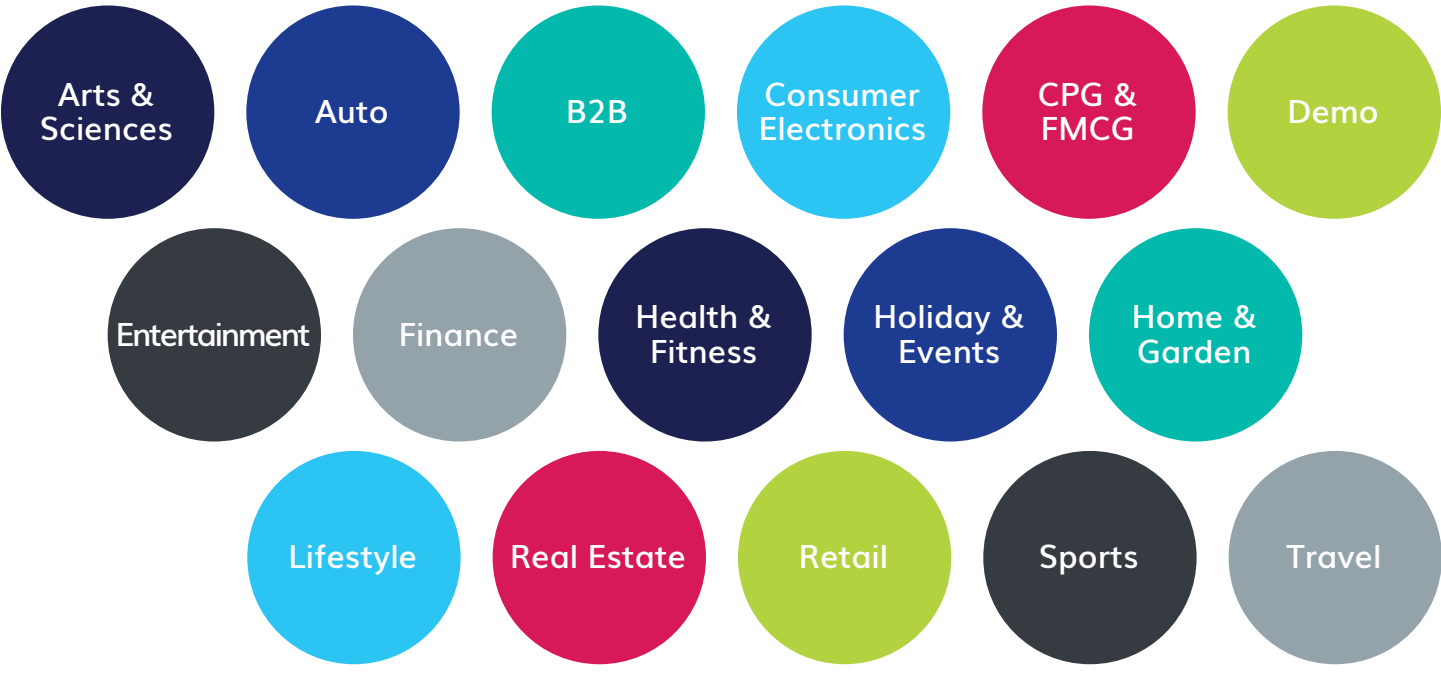
**20+**  
Vertical & Seasonal Audience Categories

**Globally Available**  
Americas, Asia-Pacific and Europe

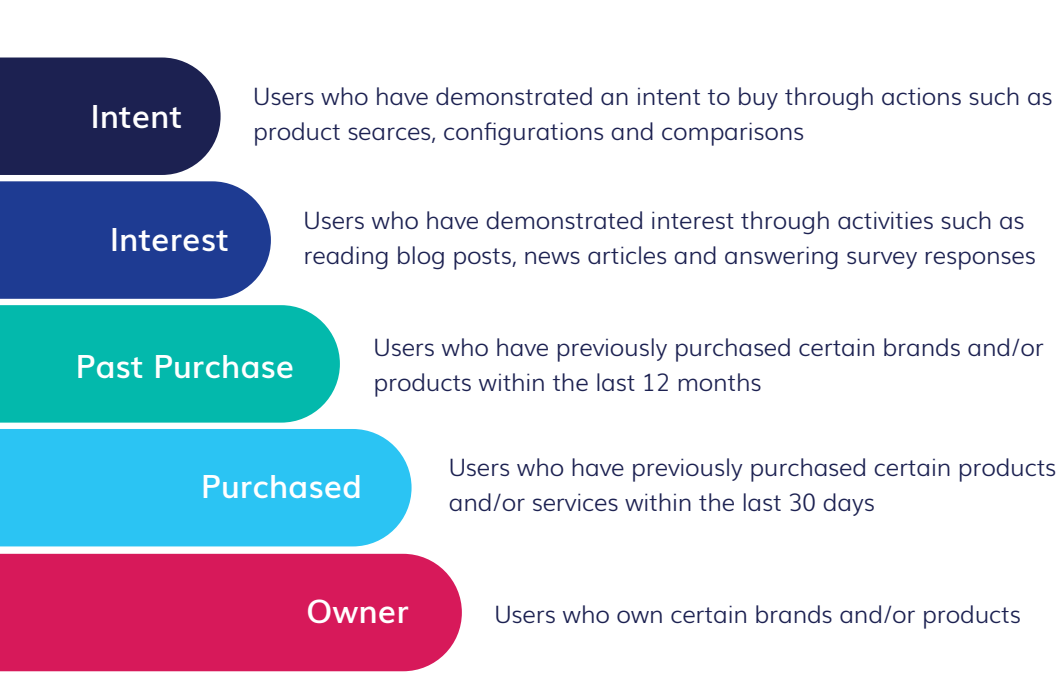
**Privacy-Compliant**  
including CCPA and GDPR

## Eyeota Audiences

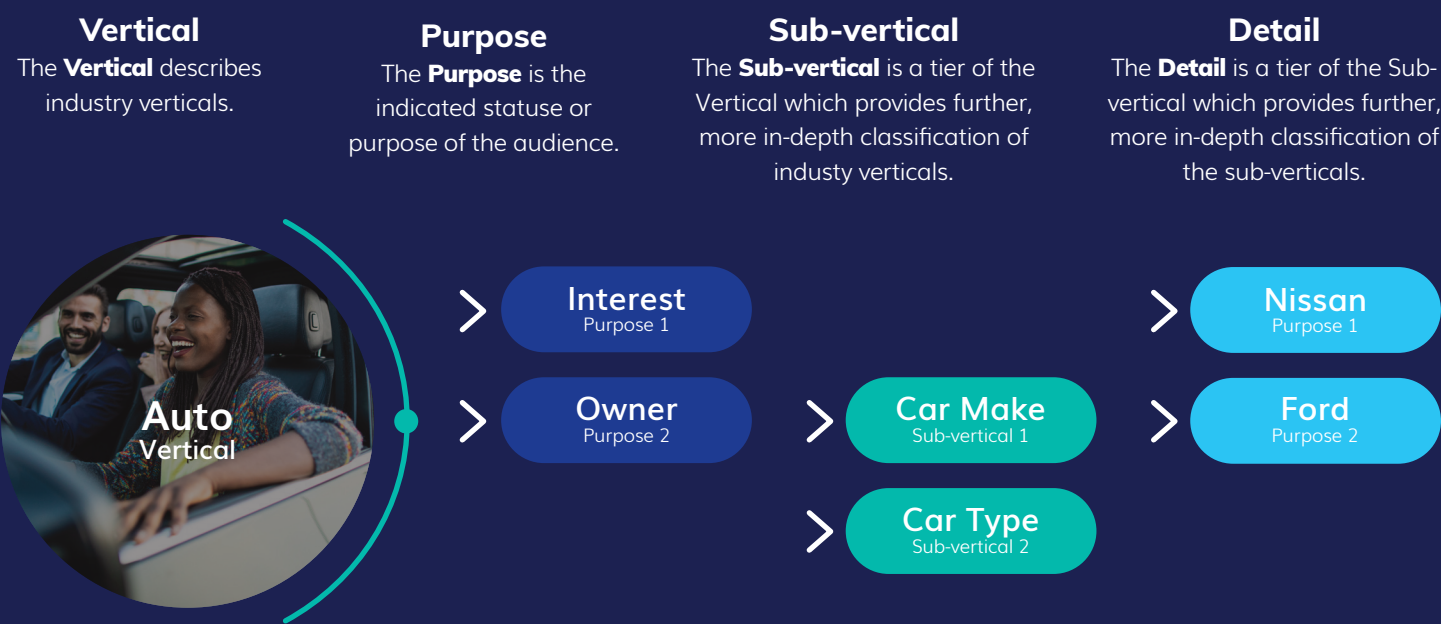
Eyeota Audiences fuse demographics, behavioral and psychographic attributes from qualified data partners to create unique digital audience profiles. Our audiences align with industry-standard verticals and seasonal events for greater discoverability.



Segments are mapped to your marketing campaign objectives



Audiences organized according to your how your search, browse and buy



## The Eyeota Audience Marketplace

Complement your marketing strategy with audiences from premium offline and online data owners and research companies.

Our Marketplace includes over 70 branded data partners that deliver global and local-market consumer targeting solutions covering **demographics, intent, interest, purchase, past-purchase, industry verticals and seasonal events**. Choose from open and private marketplace activation with custom audience solutions available on request.

A Selection of Eyeota's Branded Partners



For a complete list of Eyeota Branded Partners contact [datadesk@eyeota.com](mailto:datadesk@eyeota.com)

### Start Activating Eyeota Audiences Today!

Directly connect with an Eyeota Audience Specialist to identify and build the best audience plan for your specific campaign goals.

Contact us at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to learn more.