

NEW

Eyeota on Amazon



Optimize consumer engagement and enhance targeting precision on Amazon with Eyeota.

Access the **Eyeota Audience Marketplace on the Amazon Demand-Side Platform** for display, video and audio programmatic targeting across Amazon's exclusive and owned inventory including Audible, IMDb, Fire TV, Whole Foods, Twitch and more.

Eyeota is the world's largest provider of privacy-by-design, **addressable audience data solutions**. Leverage a vast repository of qualified consumer traits, **personas and profiles** for increased value in consumer targeting on Amazon channels.

- **Gain a complete and holistic customer view** by complementing Amazon's consumer data with Eyeota's qualified lifestyle personas, demographic traits, brand affinities, real-world behavioral insights and more.
- **Optimize upper to lower funnel engagement** with consumers interested and in-market for Amazon products and non-endemic items such as auto, B2B, finance, telecommunications and travel
- **Enhance targeting precision** to Amazon consumers in over 15 markets across Americas, Asia-Pacific, Europe and Middle-East.

Eyeota is here to help you get started!

Get in touch with our Audience Specialists today at datadesk@eyeota.com

90,000+

Targetable consumer traits, personas and profiles.

70+

Branded data solutions

30+

Vertical and seasonal categories

Global Reach

Asia, Americas, Europe, Middle East

Independently Verified

for Quality & Compliance

Privacy-Safe

Compliant with GDPR and CCPA



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Activate Eyeota Audiences on Amazon

Categorized by verticals, consumer lifestyles and seasonal events.

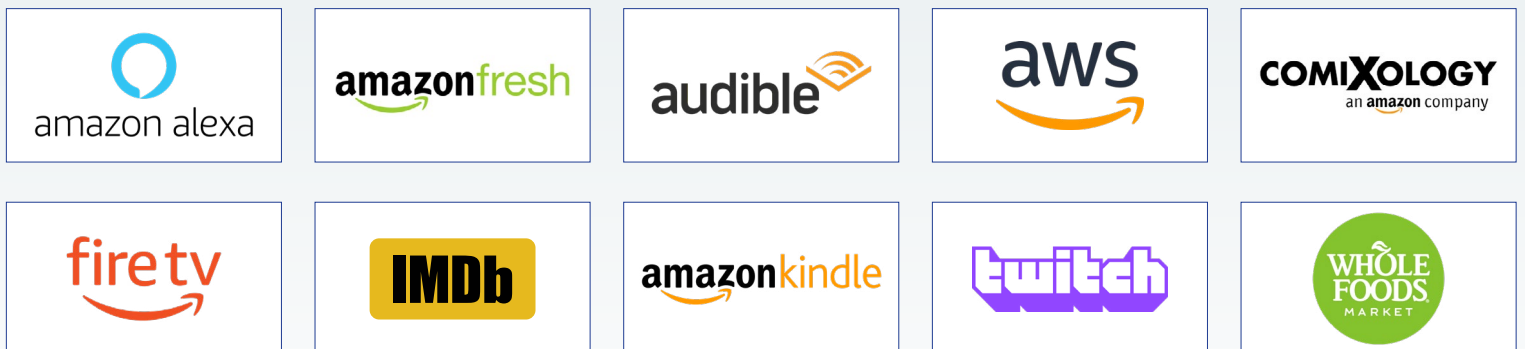


Classified by the traits and personas that influence the consumers' path to purchase.



Amazon Demand-Side Platform Channels

Programmatically reach audiences across both Amazon-owned sites and apps, like IMDb, and leading publishers' sites through direct inventory from Amazon Publisher Services and third-party exchanges.



Access the Eyeota Audience Marketplace on Amazon

The world's largest selection of privacy-by-design data solutions



Ready to activate?

Get in touch with our Audience Specialists today at datadesk@eyeota.com



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