

# Identify, reach and engage your best future customers.



eyeota

A Dun & Bradstreet Company

Eyeota fuses qualified user identifiers to create robust audience profiles that help brands to identify, reach and engage their best customers in omnichannel environments. 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. Eyeota's audience solutions are ID agnostic, built to be sustainable and addressable for the cookieless world.

50,000+  
Audience  
Segments

35+  
Vertical & Seasonal  
Categories

Verified &  
Certified  
for Quality and  
Compliance

Privacy-  
Compliant  
with CCPA  
and GDPR

## Eyeota **Enrich**

**Enrich first-party data** with **Eyeota Audience Profiles** to identify, reach and engage your current and future customers. Eyeota Enrich helps to augment first-party data with qualified consumer traits and personas to transform loyalty and retention programs, optimize acquisition strategies, and enhance digital marketing campaign engagement and performance.

The benefits of enriching first-party data with **Eyeota Audiences**:

### 1. Reach

Expand the reach and scale of your targetable customer base by modelling first-party data with brand-affinity audiences.

### 2. Engage

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

### 3. Identify

Enhance understanding, and identify new traits and characteristics of existing customers by overlapping brand-affinity audience profiles with first-party data.

### 4. Personalize

Optimize the customer experience and tailor messaging according to your target audience

# Further enrich your first-party data with **Eyeota's branded data partners.**

In addition to Eyeota's owned and operated data taxonomy, enrich your first-party data with exclusive **Affinity Answers**, **ShareThis** and **Experian Worldview** audience profiles.

## Custom Branded Partner Audiences

Eyeota has partnered with Affinity Answers and ShareThis to enable the creation of **bespoke audience segments to match your campaign KPIs and objectives**. Enrich your first-party data with custom traits and leverage your enriched audiences through your DSP for targeting campaigns on display, mobile and social channels.



**Affinity Answers'** TrueAffinity Data Graph uncovers the relationship between 250+ million people and the things they love, such as brands, TV shows, movies, and celebrities (45,000+ entities).

**ShareThis** captures real human behavioral signals in real time. Its social optimization tool boasts 1.5 billion monthly users globally.



## Exclusive Branded Partner Audiences



Eyeota has also partnered with **Experian** to provide **socio-demographic 'Worldview' audiences for data enrichment**. These 10 off-the-shelf audience segments cover 32 markets can be leveraged to enrich your first-party data with consumer survey and demographic data.

**Ready to enrich** your  
first-party data?

Connect directly with an Audience Specialist  
at [enrich@eyeota.com](mailto:enrich@eyeota.com) to find out more.

