The Leading Data Partner to Global Enterprises.

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.

The Eyeota Audience Marketplace

Complement your marketing strategy with audiences from premium data providers 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.



50,000+ Audience Segments

35+ Vertical & Seasonal Categories

Verified & Certified

for Quality and Compliance

Privacy-Compliant with CCPA and GDPR



Eyeota Audiences for Omnichannel enable marketers to activate qualified, privacy-compliant consumer traits, personas and profiles for consistent cross-channel campaign targeting.



Eyeota Enrich

Enrich first-party data with brand-affinity attributes to identify, reach and engage your current and future customers.

Eyeota and Affinity Answers partner to enrich first-party data with exclusive custom brand-affinity audiences that enable you to transform loyalty and retention programs, optimize acquisition strategies, and enhance digital marketing campaign engagement and performance.

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

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.

Enhance understanding, and identify new traits and characteristics of existing customers by

3. Identify

4. Personalize

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



Customer Insights

Uncover insights and traits of your customers. Overlap your first-party data with Eyeota audiences to identify unique and shared traits of your customers.



Persona Profiling

Segment and profile customers into personas based on enriched customer insights from first-party data overlaps with Eyeota audiences.

Use Cases

overlapping brand-affinity audience profiles with first-party data.



Personalization

Personalize messaging and content based on target audience characteristics to optimize the customer experience.



Lookalike Modelling

Build enriched lookalike model audiences based on customer personas traits, demographics and personas of your current customers to acquire similar prospects.



Prospecting & Targeting

Activate enriched lookalike model audiences in your demand side platform to engage with prospects and target customers across digital channels.



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Audience Profiles are classified by your customers' path to purchase:



Ready to enrich your first-party data?

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

