

OnAudience offers privacy-safe, cookieless, high-quality data audiences on a large scale, enabling companies to reach users representing specific criteria and maximize success of campaigns.

## How do we deliver value to our customers?

**25B**

devices

**200+**

markets

**+3,000**

data segments

## Choose audience based on their needs

Consider data from predefined audience segments or create your own data taxonomy:



Use predefined audience segments based on user criteria



Build data taxonomy or custom data segments from scratch

## Reach users on various devices

Effectively engage with your target audience by choosing devices they are most likely to interact with:



### Desktop

We use billions of high quality, anonymized and aggregated transactions



### Mobile

We offer postal codes at a local, geographic level



### Connected TV

We provide both CTV and OTT data based on the most popular IDs.

## OnAudience data tailored to **your campaign needs**

Reach your audience precisely based on:

### Demography

- > Age
- > Gender
- > Income
- > Education

### Interest

- > Online activities
- > Search behavior
- > Content engagement

### Purchase intentions

- > information about users shopping intentions

### Events

- > International trade fairs
- > Sports games
- > Concerts & festivals

### Brands

- > Specific brands
- > User engagement
- > Intents

### Connected TV

- > Genre
- > Network
- > VOD

## Boost your business efforts **using our data**

Leverage high-quality data to achieve your business goals:



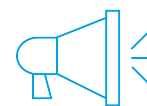
### Use precise data

Engage with the right audiences within a specific region



### Improve targeting

Identify your target users based on specific parameters



### Personalize messaging

Understand your target audience needs and interests



### Allocate resources efficiently

Identify your target users based on specific parameters



### Gain higher conversion rate & performance

High quality data makes it easier to obtain positive ROI and results

## Choose from various types of data

OnAudience Data provides high-quality and privacy-safe data based on:

### Universal IDs

#### Public IDs

- > TTD ID
- > Xandr ID
- > Mobile ID
- > CTV ID

#### Alternative IDs

- > ID5
- > Panorama ID
- > UID 2.0.
- > HEM (MD5) (SHA256)

### Location-based Solutions

- > Zip Codes
- > IPs

### Mobile IDs (MAIDs)

- > IDFA
- > GAID/AAID

### Connected TV IDs based on user OTT activity

## Reach audiences across various continents

North America



+450M

Europe



+350M

APAC



+300M

LATAM



+250M

Launch tailored campaigns based on precisely prepared data, to maximize the ROI of your campaigns.

Talk to our Data Team