



AUDIENCE GUIDE

MAKING 2ND PARTY DATA
ACTIONABLE FOR MORE
MEANINGFUL ADVERTISING

VERSION 2.0 Q2 2019



ownerIQ

ABOUT OWNERIQ

ownerIQ is leading the data market's evolution towards transparency, relevancy, and choice.

We are bringing the most valuable consumer data to market—explicit shopping and purchasing data from retailers and brands—to power a new data economy: The Second-Party Data marketplace.

ACHIEVE SCALE



800+
data providers

ACROSS DEVICES



220MM
shoppers



140MM
mobile shoppers

AMONG ACTIVE CUSTOMERS



9B
shopping behaviors



\$1.04B
in retail transactions

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5. ABOUT OWNERIQ

SECOND-PARTY DATA SOURCES

SOURCED DIRECTLY FROM RETAILER AND BRAND DATA

Our data is directly ingested from named retailers, brands and e-commerce websites. We collect data signals in real time via our analytic and conversion pixels placed across our partners' sites from homepage to checkout. We refer to these partners as our Market Makers, as their audiences "make up" all the data in our unique marketplace.

★ macy's

LG

Whirlpool
CORPORATION

asics

Staples

Canon

BARNES & NOBLE

zulily

K2

KitchenAid

newegg.com

Cabela's

Crate & Barrel

acer

Walgreens

MAKING ALL DATA ACTIONABLE

We ingest multiple types of data from our Market Makers that enable us to understand where users are shopping, what products and brands they are shopping for, what they ultimately purchase and how they behave across channels and devices. From this we create unique advertising, insights, and attribution products.



SHOPPING DATA

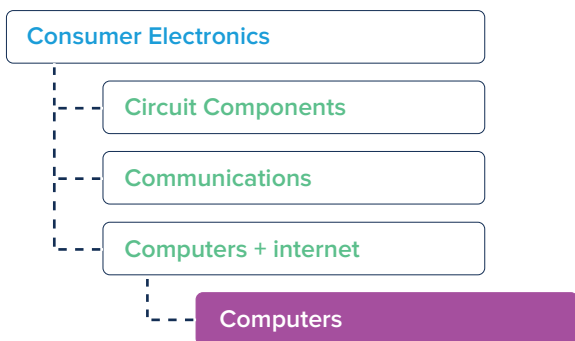
- Product & Brand interactions
- Website visitors
- Product feeds

PURCHASE DATA

- E-commerce transactions
- Loyalty card data
- In-store transactions
- SKU level data

CONSUMER DATA

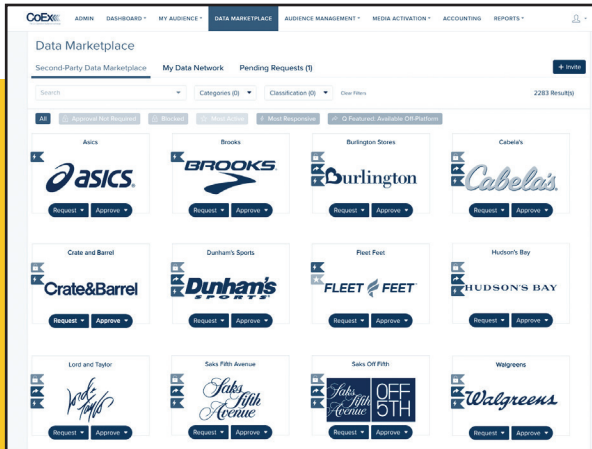
- CRM data
- Loyalty/reward data
- Mobile app



PRODUCT AND BRAND TYPES

Our expert team of Cybrarians catalog all Market Maker audience data into our taxonomy of over 67,000 product types and 62,000 brands. As our Market Makers add new pages to their sites, new mobile apps, and start selling new products, we organize and categorize each new shopping and purchasing signal within our taxonomy. In addition, through our Digital Checkout Tag we collect e-commerce transaction information such as total value of transaction, product SKUs and UPC numbers, product categories and much more.

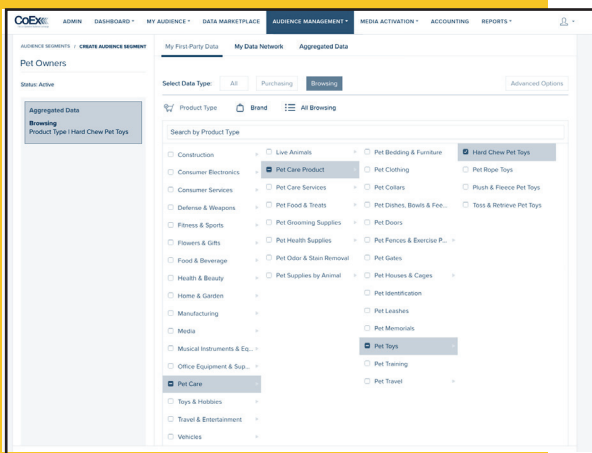
OWNERIQ'S COEX PLATFORM



DATA MARKETPLACE

STEP 1: CHOOSE YOUR DATA SOURCES

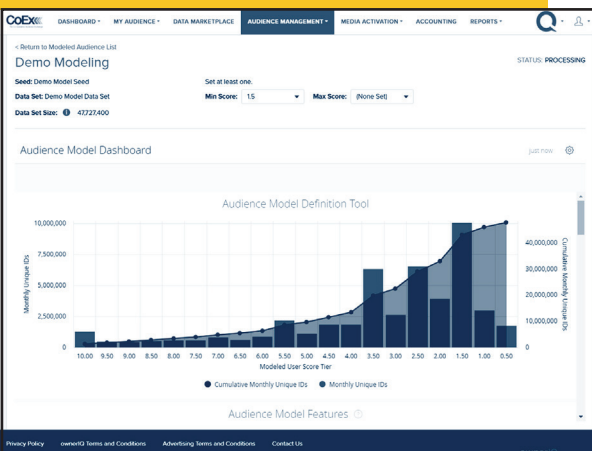
All of the retailer, brand and publisher data ownerIQ makes available to advertisers lives within our award-winning DMP platform. The data marketplace makes it simple and secure for advertisers to form 2nd party data sharing relationships.



AUDIENCE SEGMENTATION

STEP 2: CHOOSE SHOPPING BEHAVIORS TO INCLUDE IN YOUR SEGMENT

This built in tool gives advertisers the opportunity to choose the specific shopping signals that align with your unique definition of the target audience in a self-service manner. Isolate specific audiences, use an aggregate of all of ownerIQ's data and include your 1st party data if desired.



AUDIENCE MODELING

STEP 3: ADD SCALE TO ANY CUSTOM SEGMENT

Use the predictive power of 2nd party data to understand the users who are most likely to be part of your target audience. Exercise total control over the scale and accuracy of your audience with complete visibility into the shopping and buying signals that define it.

TYPES OF AUDIENCES

ownerIQ's billions of shopping signals form three different types of audience segments that can be activated in your DSP. Whether you're looking to reach in-market shoppers with an awareness campaign or you're driving online sales, ownerIQ has a data offering to meet your goals.

CUSTOM AUDIENCES



RECOMMENDED FOR:

- Retail sell-through initiatives looking to reach purchasers and shoppers of the products or brands featured in the campaign
- Reaching your target audience with 100% transparency and control over the definition of the audience and the data source

Using ownerIQ's Audience Segmentation Tool any advertiser can create custom purchase and shopping segments using data sets you have approval to access (*1st party, 2nd party or aggregated data*).

Purchase Segments: The transaction details collected from our Digital Checkout Tag (DCT) and point-of-sale systems from our retailers power a dataset of deterministic purchasers. This dataset can be used to create audience segments of online purchasers by SKU, brand, product category or transaction amount.

Shopping Segments: The product and brand interactions captured by our analytics pixels power a data set of deterministic browsers. This dataset can be used to create audience segments of online shoppers by product type or brand.

MODELED AUDIENCES



RECOMMENDED FOR:

- Enhancing an advertiser's 1st party data
- Generating large addressable audiences of likely product shoppers and buyers for an awareness or performance campaign
- Targeting in-market shoppers for specific products

Using ownerIQ's Audience Modeling Tool, add scale to any narrowly defined custom segment (*can include 1st party, 2nd party or aggregated data your brand has permission to access*).

Once the seed audience is defined, ownerIQ models your audience against our entire dataset and provides full control and transparency over the scale and accuracy scores included in your modeled audience. Understand exactly which online behaviors are being used to predict your modelled audience.

PRE-BUILT AUDIENCES



RECOMMENDED FOR:

- Immediate activations

ownerIQ has over 400 pre-built in-market and interest based segments available in your DSP today. These segments are made up of aggregated data from over 300,000+ publisher sites. Segments include social, product review, price comparison and browsing data points.

AUTOMOTIVE



AUDIENCES BUILT FROM

 **5.5B**
monthly shopping signals

 **140+**
unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Advance Auto Parts
Alpine Electronics
Auto Anything
Auto Parts Warehouse.com
Carparts.com
Chemical Guys
Crutchfield
JC Whitney
JL Audio
Power Stop
The Zebra
Toyo Tires

SUCCESS STORY AUTOMOTIVE PARTS ADVERTISER

The Challenge: A luxury auto manufacturer was looking to promote their line of aftermarket car parts and drive qualified traffic to their site.

ownerIQ Solution: Our partnerships with auto retailers including AutoAnything and Advance Auto Parts allowed the advertiser to reach affluent tech savvy DIYers while driving site engagement among qualified shoppers.

Results: ownerIQ data delivered a CPA 88% below the client's goal.

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

Antifreeze
Auto Insurance
Auto Video
Automobile Alarm
Automobile Parts
Automotive Interior Accessories
Automotive Performance Additives
Automotive Repair Services
Automotive Services
Brake Fluid
Full Size Cars
GPS & Navigation
Luxury Cars
Motorcycles
SUVs
Trucks

BRANDS

Acura
Audi
BMW
Bridgestone
Ford
GMC
Goodyear
Honda
Hyundai
Infiniti
Jeep
Land Rover
Lexus
Mazda
Toyota
Volkswagen
Volvo

...and more shopping signals available for custom segmentation in the CoEx UI.

BABY & MATERNITY



AUDIENCES BUILT FROM

 **930MM**
monthly shopping signals

 **50+**
unique data sources

SUCCESS STORY STEP2

The Challenge: Step2 came to ownerIQ looking to drive brand and product awareness among parents with children while consistently engaging retail shoppers to increase sales.

ownerIQ Solution: Step2 was able to target active shoppers at a leading toy retailer with digital ads year-round.

Results: Reached an average of 150K leading toy retailer shoppers daily, increasing to 1M during peak season, and exceeded ROI goal by 5x.

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

4Moms	Similac
A Pea in the Pod	Underables
Babyganics	Zulily
Burlington	
Crazy 8	
Destination	
Maternity	
Graco	
Gymboree	
iBaby	
Janie & Jack	
Macy's	
Mead Johnson	
Motherhood	
PKolino	

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

- Baby & Toddler Bedding
- Baby Carrier
- Baby Feeding & Nursing
- Baby Foods
- Baby Memory Books & Calendars
- Baby Nasal Aspirators
- Baby Powders
- Baby Robes & Hooded Towels
- Baby Skin Care
- Baby Soaps
- Baby Teethers
- Baby Thermometers
- Bibs & Burp Cloths
- Booster Car Seats
- Diaper Bags
- Maternity Clothing
- Nursery Mobiles
- Toddler Furniture

BRANDS


- Baby Bjorn
- Baby jogger
- Bugaboo
- Carter's
- Crocs
- Cybex
- Disney
- Fisher Price
- Hanna Andersson
- Klutz
- Leap Frig
- Little Tikes
- Mini Boden
- Naartjie Kids
- Osh Kosh
- Pampers


...and more shopping signals available for custom segmentation in the CoEx UI.

BUSINESS & FINANCIAL SERVICES



AUDIENCES BUILT FROM

 **5B**
monthly shopping signals

 **90+**
unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Canon
Kaspersky
Monoprice
Monotype
Newegg Business
Office Depot
Panasonic
Quill
Staples
Staples Business Advantage
The Zebra
Toshiba Business Systems

SUCCESS STORY FINANCIAL SERVICES PROVIDER

The Challenge: ownerIQ partnered with a leading financial services provider that had recently acquired a regional banking chain and was looking to rebrand post-merger.

ownerIQ Solution: ownerIQ recommended a custom bundle of Branded Audiences to reach consumers transitioning through life stages who were likely to be interested in opening various personal and business accounts.

Results: The campaign achieved a \$141 CPA, below the client's goal with 40% of conversions occurring on mobile.

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

Business News
Business Software
Career Services
Credit Card Services
Education & Training Services
Financial & Legal Services
Internet Services
Investments
Office Business Services
Office Equipment
Office Furniture
Personal Finance
Printers
Real Estate Brokers & Agents
Small Businesses
Student & Teacher Supplies
Tax and Accounting Software

BRANDS

3M
Avery
Bic
Brother
Casio
Citibank
Epson
Intuit
Kaplan
Lexmark
McAfee
Mead
Microsoft
Panasonic
Papermate
Sharpie

...and more shopping signals available for custom segmentation in the CoEx UI.

GROCERIES & CONSUMER PACKAGED GOODS



AUDIENCES BUILT FROM



1.1B

monthly shopping signals



90+

unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Arbor Teas
GNC Canada
ibotta
Ole Smoky
Peapod
Staples
Teadora
Walgreens

SUCCESS STORY BEAUTY BRAND

The Challenge: A leading shampoo manufacturer turned to ownerIQ to drive in-store sales of products at Walmart.

ownerIQ Solution: The client used ownerIQ's health and beauty second party shopper data to reach relevant prospects and measure impact of their online campaign at 1,715 Walmart locations.

Results: The campaign coverage of 36.9% of all Walmart stores was responsible for 57.7% of the brand's shampoo sales during the campaign.

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

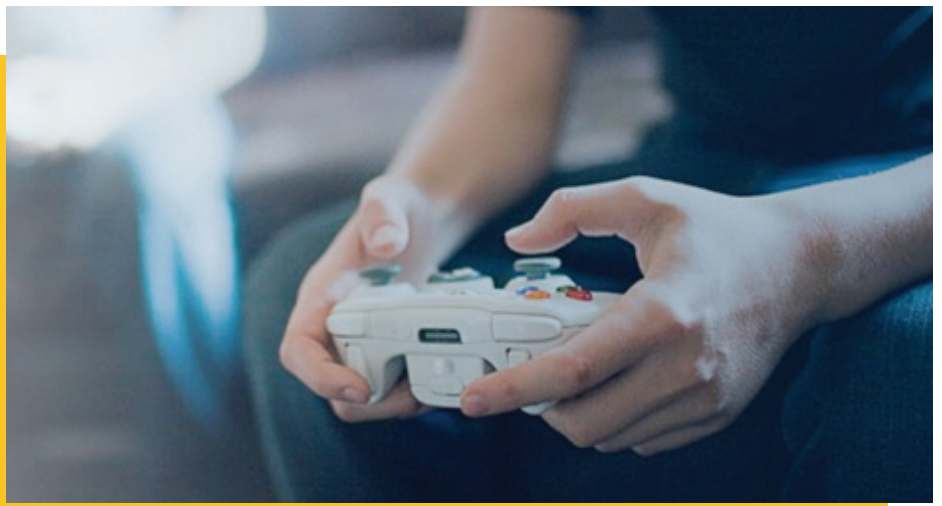
Allergy Supplements
Bone Supplements
Breakfast Foods
Coffee
Contacts & Eyewear
Cookies & Crackers
Cosmetics
Dairy Products
Feminine Pads
Fragrances & Perfumes
Frozen & Refrigerated Foods
Fruits & Vegetables
Hair Coloring Treatments
Healthy Living
Heath & Beauty
Skin and Body Remedies
Skin Care
Vegan & Vegetarian Foods
Vitamins

BRANDS


Advil
Barilla
Cetaphil
Clinique
Clorox
Essie
Garnier
General Mills
Keurig
Kraft
L'Oréal
Mrs. Meyer's
NARS
Nature Valley
Neutrogena
Pepsi Co.
Stayfree
Tide
Vichy
Weight Watchers


...and more shopping signals available for custom segmentation in the CoEx UI.

HOBBIES, GAMES & TOYS



AUDIENCES BUILT FROM

 **5B**
monthly shopping signals

 **80+**
unique data sources

SUCCESS STORY ACER

“ Working with ownerIQ to target Newegg’s audience of tech and gaming enthusiasts helped us to achieve our goals and get in front of the right consumers that we wouldn’t have otherwise been able to target. We’re thrilled with the results. ”

MICHELLE LEAVITT

CONSUMER MARKETING MANAGER, ACER

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

ACE Hardware
Acer
Barnes & Noble
Books A Million
Burlington
Dynacraft Wheels
GameCrate
Lego
Meade Instruments
Newegg
Plan Toys
Scholastic
Zulily

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

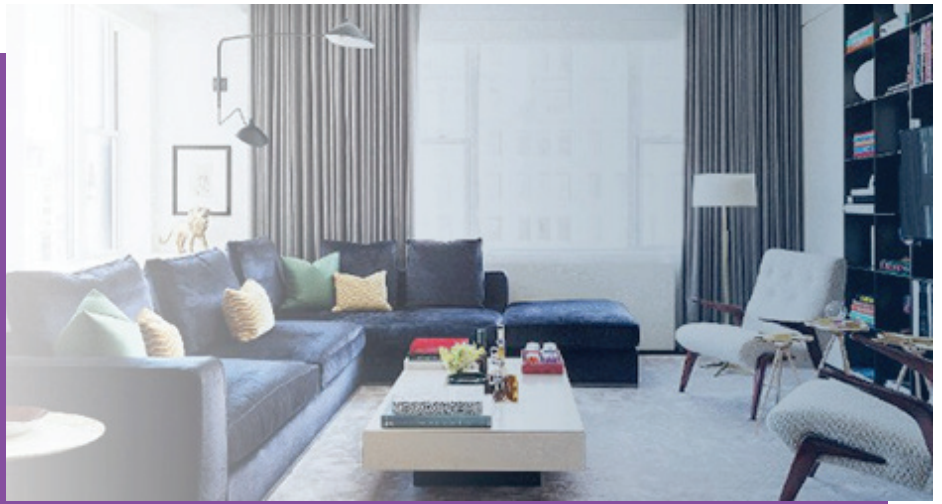
Action Figures
Backyard Equipment
Baseball Cards
Board Games
Boys’ Toys
Building & Construction Toys
Collectibles
Coloring Books
Dice Games
Dolls
Girls’ Toys
Knitting Yarn
Learning & Educational Toys
Scrapbooking
Stuffed Animals
Toy Vehicles
Video Game Controller
Video Games

BRANDS

Activision
Bandai Namco
Crayola
Hasbro
Hot Wheels
Klutz
Marvel
Mattel
Mega Bloks
Nerf
Nickelodeon
Nintendo
PlayStation
Sega
Spin Master
Vtech
Wii

...and more shopping signals available for custom segmentation in the CoEx UI.

HOME & GARDEN



AUDIENCES BUILT FROM

 **6.8B** monthly shopping signals

 **300+** unique data sources

SUCCESS STORY SIMON'S FURNITURE

“ Using ownerIQ’s expansive second-party audience cloud has allowed Simon’s to reach in-market shoppers with unparalleled effectiveness. By running campaigns that allow us to reach the right customers with timely messaging we have seen a direct lift in both in-store traffic and sales. ”

JARED SIMON

VICE PRESIDENT OF MARKETING & SALES, SIMON'S FURNITURE

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Alpha	Moen
ACE Hardware	Napoleon Products
American Standard	Rent-A-Center
Broan	Sam Moore
Broil King	Sauder Furniture
Bull BBQ	Troy Bilt
Bush Furniture	US Mattress
Carolina Rustica	Whirlpool
CleanChoice	
Energy	
Create & Barrel	
Day Bed Deals	
Dimplex	
Ekornes	
Frigidaire	
KitchenAid	

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

- Household Appliances
- Home Improvement
- Home Automation Controls
- Light Bulbs
- Home Décor
- Cooktop
- Dishwasher
- Floor Care Appliances
- Kitchen Storage and Organization
- Freezer
- Refrigerator
- Lawn Mower
- Pool Supplies
- Paint
- Mattresses
- Construction Materials
- Indoor Furnishings
- Bath Towels
- Bathroom Hardware

BRANDS

- All-Clad
- Black & Decker
- Craftsman
- Cuisinart
- Dyson
- Ethan Allen
- Kohler
- Krylon
- La-Z-Boy
- Maytag
- OXO
- Riedel
- Rubbermaid
- Sealy
- Serta
- Valspar
- Weber
- Worx

...and more shopping signals available for custom segmentation in the CoEx UI.

MEDIA



AUDIENCES BUILT FROM

 **4.2B**
monthly shopping signals

 **70+**
unique data sources

SUCCESS STORY TV STREAMING SERVICE

The Challenge: A live television streaming service approached ownerIQ to help drive long term subscriptions.

ownerIQ Solution: ownerIQ identified Technology Adopters, Heavy TV Watchers and Sports Enthusiasts using our portfolio of 2nd party retail and brand data.

Results: The campaign consistently delivered a CPA under \$156, beating the client's goal of \$200 CPA.

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Alfred Publishing
Company
Barnes & Noble
Books-a-Million
GameCrate
Scholastic
SparkNotes
Townsquare Media

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

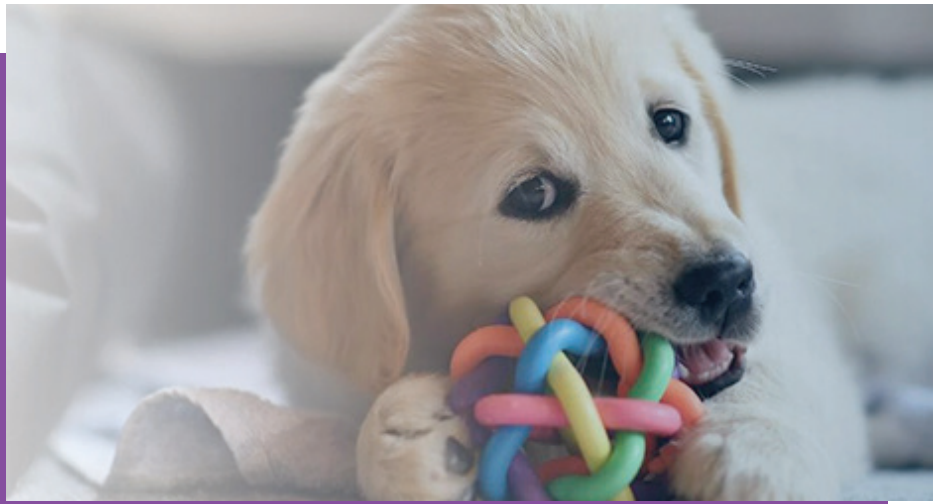
Alternative Music
Blues
Christmas Movies
Country Music
Dance & Electronic Music
Family & Kids Movies
Guitars
Jazz
Music & Performance Movies
Music Download Services
Musical Instruments
Pop Music
Portable Media
Rock Music
Sports & Fitness Movies
Video On Demand
Vocal Music

BRANDS

20th Century	Universal
Fox	Warner
Casio	Brothers
Disney	Yamaha
DreamWorks	
Guitar center	
iTunes	
Lionsgate	
Miramax	
Netflix	
Pandora	
Paramount	
Pixar	
Shure	
Sony	
Spotify	


...and more shopping signals available for custom segmentation in the CoEx UI.

PET CARE



AUDIENCES BUILT FROM

 **203MM**
monthly shopping signals

 **25+**
unique data sources

SUCCESS STORY PET-RELATED PRODUCTS

ownerIQ sees interactions with pet-related products spike in the months leading up to the holiday season and in the Spring. Pet owners are known to treat their furry friends to holiday gifts and treats while flea and tick season starts in late April – early May across most of the US.

Take advantage of ownerIQ data to ensure that your brand is top-of-mind among qualified in-market pet care consumers during key promotional periods.

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

ACE Hardware
Auto Anything
Barnes & Noble
Cabela's
Fresh step
Friskies
Greenies
Milk-Bone
Peapod
Redbarn Pet
Products
Walgreens
Zulily

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

Aquarium Supplies
Bird Houses
Canned Pet Food
Cat Scratch & Tree Posts
Cat Supplies
Dog Supplies
Fish Bowls
Little Boxes
Natural Organic Pet Food
Pet Bedding & Furniture
Pet Dishes, Bowls & Feeders
Pet Grooming Supplies
Pet Health
Pet Leashes
Pet Medications
Pet Training
Pet Treats

BRANDS


Arm & Hammer
AvoDerm
Bayer
Beneful
Blue Buffalo
Cesar
Freshpet
Friskies
Frontline
Iams
K9 Advantix
Meow Mix
Pedigree
Petco
PetSmart
Purina
Science Diet
Tidy Cat

...and more shopping signals available for custom segmentation in the CoEx UI.

SEASONAL



AUDIENCES BUILT FROM

 **8B**
monthly shopping signals

 **150+**
unique data sources

SUCCESS STORY HOLIDAY SALES LIFT

ownerIQ tracked over \$10B in e-commerce transactions in Q4 of 2017. This includes \$260M+ in e-commerce transactions on Black Friday and \$279M+ on Cyber Monday with a 392% increase in unique shoppers over those key shopping days.

Leverage our data to fuel campaigns looking to reach shoppers buying for a special occasion.

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Ace Hardware	Townsquare Media
Auto Anything	Vistaprint
Barnes & Noble	Walgreens
Cabela's	Zulily
Crate & Barrel	
Hallmark	
Ibotta	
Lord & Taylor	
Macy's	
Newegg	
Party Supplied	
Delivered	
ProFlowers	
Saks Fifth Avenue	
Susan G. Komen	

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

- Birthday Cards
- Christmas Party Supplies
- Father's Day Gifts
- Food Gift Baskets
- Gift Bags & Boxes
- Gift Certificates
- Gift Registries
- Gifts for Children
- Gifts for Men
- Gifts for Women
- Halloween Party Supplies
- Housewarming Gifts
- Invitations & Announcements
- Party Paper Goods
- Personalized Gifts
- Seasonal & Holiday Toys
- Thank You Notes
- Valentine's Day Flowers
- Wedding Gifts

BRANDS


- 1-800 Flowers
- A.C. Moore
- American Greetings
- Carlton Cards
- Edible Arrangements
- Harry & David
- Jo-Ann Stores
- Michael's
- Paper Source
- Party City
- Rifle paper co
- Shutterfly
- The Christmas Tree Shop
- Yankee Candle

...and more shopping signals available for custom segmentation in the CoEx UI.

SPORTING GOODS & OUTDOORS



AUDIENCES BUILT FROM

 **1.3B**
monthly shopping signals

 **130+**
unique data sources

SUCCESS STORY K2 SPORTS

“ As a manufacturer, data-driven marketing is crucial to the future of our business. With many high-quality brands competing in our space, we need an in-depth understanding of both our customers and the initiatives that resonate with them to design better products and grow our brand. Data partnerships help us accomplish these goals. ”

ALEX DRAPER

VICE PRESIDENT OF MARKETING, K2 SPORTS

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Arc'teryx	Kolpin
Asics	Line Skis
Blizzard Ski	Mizuno
Bowtech Archery	Ride Snowboards
Brooks	Rossignol
Brownells	Steiner Optics
Burris Optics	Transpak
Cabela's	
Diamond Archery	
Dunham's Sports	
Dynastar	
Excalibur	
Crossbow	
Fleet Feet	
K2	

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

- Cycling Equipment
- Track & Field
- Basketball Equipment
- Football Equipment
- Watersports Equipment
- Soccer equipment
- Sports fan t-shirts
- Hockey protective equipment
- Athletic shoes
- Running & jogging
- Camping & hiking equipment
- Tennis equipment
- Golf bags
- Women's Skiwear
- Snowboard
- Fishing rods
- Sports clothing & accessories

BRANDS


- Columbia
- Adidas
- Reebok
- Puma
- Nike
- Yeti
- The North Face
- Marmot
- Patagonia
- L.L. Bean
- Simms
- Spalding
- Wilson
- TaylorMade
- Titleist
- Head
- Prince
- Fila

...and more shopping signals available for custom segmentation in the CoEx UI.

STYLE & FASHION



AUDIENCES BUILT FROM

 **4.1B**
monthly shopping signals

 **170+**
unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Burlington
Crown & Caliber
Destination XL
Hudson Bay
La Baie
Lord & Taylor
Macy's
Peak Design
Rambler's Way
Saks Fifth Avenue
Saks Off Fifth
Siizu
Tacori
Touch of Modern
Zulily

SUCCESS STORY JEWELRY MANUFACTURER

The Challenge: ownerIQ partnered with a top jewelry manufacturer that was focused on increasing awareness and driving sales lift for their brand.

ownerIQ Solution: ownerIQ leveraged partnerships with premium retail partners like Touch of Modern and Lord & Taylor to reach in-market jewelry shoppers.

Results: ownerIQ's targeting tactics and advanced technology led to a 0.11% CTR and post-holiday incremental budget of 12.5x the original campaign spend.

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

Boy's Clothing
Children's Activewear
Children's Swimwear
Clothes Tailoring Services
Evening Bags
Girl's Clothing
Luxury Watches
Men's Belts
Men's Dress Shirts
Men's Fashion
Outerwear
Pants & Shorts
Women's Boots
Women's High Heels
Women's Jewelry
Women's Petite Clothing
Women's Slacks
Women's Sunglasses
Women's Tights

BRANDS

7 For All Mankind
Alex and Ani
Burberry
Citizen
Diesel
Fossil
Hugo Boss
J.Crew
Kate Spade
Levi's
Marc Jacobs
Mizzen + Main
Ralph Lauren
Ray Ban
The Children's Place
Timberland
Tommy Hilfiger

...and more shopping signals available for custom segmentation in the CoEx UI.

TECH & ELECTRONICS



AUDIENCES BUILT FROM

 **4.6B**
monthly shopping signals

 **360+**
unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Acer	Lensbaby
Adorama	LG
Akai Professional	Mackie
Alesis	M-Audio
Alto Professional	Monoprice
Beach Camera	Newegg
Benro	Office Depot
Boss	Panasonic
Buy Dig	Consumer
Cakewalk	Quill
Canon	Rent-A-Center
Crutchfield	Roland
Denon USA	Sennheiser
Hamilton Beach	Shure
Canada	Staples
JVC	Tamron
Kicker	Tenba
Klipsch	Touch of Modern

SUCCESS STORY CONNECTED DEVICES

The Challenge: A national consumer electronics brand wanted to drive interest among prospective customers by promoting their Connected Devices.

ownerIQ Solution: After requests were approved via our CoEx platform, ownerIQ pushed 100% transparent data from our retail partners to their trade desk.

Results: ownerIQ is a top performer for this advertiser on their trade desk, achieving a CPV of \$0.08.

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

- Cameras
- Computer Accessories
- Computer Maintenance & Repair Services
- Content Management Systems
- Earbud Headphones
- eBook Reader
- Home Audio
- Internal Hard Drives
- Laptops
- Prepaid Wireless Plans
- Smart Phones
- Software
- Tablet PCs
- Televisions
- Video & Graphics Cards
- Video Eyewear
- Video Gaming Accessories
- Wireless Network Security

BRANDS

- Apple
- Bose
- Dell
- Google
- GoPro
- HP
- JBL
- Kodak
- Lenovo
- Logitech
- Microsoft
- MSi
- Nikon
- Pioneer
- Samsung
- Sigma
- Sony
- Toshiba

...and more shopping signals available for custom segmentation in the CoEx UI.

TRAVEL



AUDIENCES BUILT FROM



2.1B

monthly shopping signals



90+

unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Avis	Staples
Barnes & Noble	Touch of Modern
Books-A-Million	Vera Bradley
Budget	Walgreens
Colorado Tourism	Zulily
Eastpak	
Jansport	
Kipling	
Macy's	
Newegg	
Payless Car Rental	
Saks Fifth Avenue	
Ski New Hampshire	

SUCCESS STORY AIRLINE ADVERTISER

The Challenge: A low cost airline partnered with ownerIQ to promote bookings during their Cyber Monday Sales Event.

ownerIQ Solution: The client used the scale of our 2nd Party Audience Cloud focusing on premium retail audiences that aligned best with their customers like Staples and Eddie Bauer.

Results: The campaign achieved an average cost per page view of \$0.63 across their priority markets. Additionally the client gained audience insights on their customers' product and brand affinities including destination weddings and Enterprise car rentals..

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES

- Air Travel
- Airfares
- Asia Travel
- Beach Vacations
- Beach Vacations
- Caribbean Travel
- Europe Travel
- Event Booking Services
- Events & Performances
- Golf & Spa Vacations
- Hotels & Lodging
- India Travel
- International Travel
- Luggage
- Online Travel Booking Services
- Romance Vacations
- Spring Break Vacations
- Travel Accessories
- Travel by Destination

BRANDS

- Airbnb
- American Express
- Departures
- Expedia
- Groupon
- Hertz
- Hilton
- Hyatt
- JetBlue
- Lonely Planet
- Marriot
- Samsonite
- Southwest
- Spirit Airlines
- Ticketmaster
- Travelpro
- Tumi
- United Airlines
- Virgin Atlantic

...and more shopping signals available for custom segmentation in the CoEx UI.

ABOUT OWNERIQ

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ownerIQ has built the market's **first and only single-platform solution** designed to support the full suite of 1st and 2nd party data programs that are now part of every retailer and brand's digital marketing playbook. Our software platform, CoEx, is an award-winning, vertically integrated data and advertising technology stack, the center of which sits the largest second-party data marketplace of shopping and purchase data.

ownerIQ headquartered in Boston's Fort Point neighborhood has 4 offices across the U.S.

For more information, visit www.ownerIQ.com.