

NEW

Eyeota Audiences on Social



Access Eyeota audiences across the world's leading social network platforms.

Through a unique partnership with Amobee, Eyeota audiences and custom segments are available for advertising activation in the most widely used social networking platforms including Facebook, Instagram, Pinterest, Snapchat and Twitter.



Eyeota Audiences fuse demographics, behavioral and psychographic attributes from qualified data providers to create unique audience segments to engage with consumers throughout each stage of the customer journey. Leveraging Amobee's identity graph, Eyeota audiences can be accessed through Amobee's Segment Builder for deployment on social networks.

The benefits of combining audience activation across both social and programmatic advertising channels enables brands and marketers to:

- Maintain consistency across multi-channel audience targeting
- Track audience-level frequency
- Benchmark audience response results for future campaign planning

Eyeota is here to help you get started!

To access Eyeota audiences through your social platform simply:

1. Complete the Amobee Social audience activation agreement.
2. Grant Amobee access to your social channel of choice for Eyeota audience deployment
3. Choose the Eyeota audiences and start activating for your social channel campaign.

The pricing model is at 15% of media spend with no minimum cost for activation.

Connect with your Eyeota account manager to get started or our Audience Specialists at datadesk@eyeota.com.

4B+

Unique User Profiles

1300+

Syndicated Audiences

17

Vertical & Seasonal Audience Categories

Available in global markets

Americas, Asia-Pacific and Europe



Connect with our Audience Specialists for your best audience plan at datadesk@eyeota.com

Got a campaign?