



## AUDIENCE MARKETPLACE

How could you improve results with audiences built from premium data?

### KEY BENEFITS



Seamlessly select and apply audiences from partner taxonomies directly within existing workflows.



Activate high-demand audience segments to create powerful audience-driven campaigns.



Monitor costs with transparent pricing through in-platform media fees. In real time, subtract data costs from media spend during campaign activation and for billing.

### SAMPLE AUDIENCE MARKETPLACE USE CASES

Utilize Experian audiences to conquest targets and buy OTT inventory.

Use unique purchase and IRI proprietary data to target shoppers on Instagram who have purchased specific products.

Find buyers at scale on Facebook with Oracle Data Cloud audiences built from \$5 trillion in annual consumer spending data.

Analyze hundreds of audiences with a propensity to visit your business, competitors or category through TV Planning to determine the most effective audience for your campaign.

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## DATA PROVIDERS

PROVIDERS	AUDIENCES	PROVIDER OVERVIEW	EXAMPLE SEGMENTS
 <p>10% data fee</p>	1,000+ segments covering the majority of standard audience types accessible in other digital and social platforms.	One of the "Big 3" original source data compilers (with Epsilon and Infogroup) with more than 50 years of consumer data experience and coverage of 95% of the U.S. population.	Electronic Gadgets, Hobbyist and Collectors, Pets - Enthusiast, Sports - Lover, Outdoor Sportsman
 <p>13% data fee</p>	200 syndicated categories made up of shopper audiences.	The industry's best-projected purchase-based, predictive shopper audiences.	Carbonated Beverages, Tomato Products, Bakery Snacks, Dry Packaged Dinner Mixes, Office Product
 <p>10-15% data fee*</p>	Thousands of audiences built from industry-leading CPG, retail, automotive data sets, and more, plus the option for custom-built audiences to meet any advertiser need or objective.	The largest provider of premium audiences that drive better outcomes with breadth and depth of data across lifestyles, transactions, and online behaviors.	B2B industries, Buyer profiles, CPG brand buyers, Auto in-market and owners, Insurance and mortgage quartiles, Retail proximity and purchasers, Seasonal, TV series viewers
 <p>15% data fee</p>	Top 200 most-visited brands and most popular business categories, such as restaurants, stores, movie theaters, auto dealerships, gas stations, and more.	The location analytics and offline attribution leader with 3B monthly measured visits, and an ecosystem of 500+ top brands and 400+ publishers.	Quick service restaurants, Casual dining restaurants, All restaurants, Grocery stores, Retail department stores

\*Only available for Facebook and Instagram activation via manual request process

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Select Experian Audiences
×

Audience Category      Distributions      Confirmation

Experian Categories			Audiences (1/5)	
Auto	In the Market for	Car	Hybrid Truck (A132)	Lifestyles: Apparel - Clothing Women Low Price Apparel Order... Number of orders placed in the I... <a href="#">10% Data Fee</a>
Demographics	Potential to Buy	SUV	Domestic Pickup (A126)	
Geographic	Auto Preference	Truck	Import Pickup (A127)	
Housing Attributes	Purchase Predictor	Van	Used Domestic Pickup, SUV or Van (11+ Years Old) (A231)	
Investment Property	Lifestage Propensity		Used Import Pickup, SUV or Van (11+ Years Old) (A233)	
Lifestyles	Financial Propensity Models		Used Pickup Truck (6-10 Years Old) (A223)	Campaigns targeting these segments will incur data costs calculated as a % of media per the percentages associated with each segment. Campaigns that target multiple segments with different costs will be billed at the higher rate. Campaigns targeting multiple segments from different data providers will be billed the applicable segment rate for each provider.
Mosaic			Used Pickup Truck (0-5 Years Old) (A208)	
TrueTouch				
Presence of Child				
Social Media				

**Import Pickup (A127)**

Experian Auto Purchase Model (APM) which predicts the likelihood that a household will purchase a Import Pickup in the next 6 months.

Audience Name \*

Add

## KEY FUNCTIONS

### AUDIENCE SELECTION

Access the Audience Marketplace via the drop-down in Audience Hub. Drill down to the specific segments you want based on categories and subcategories. Maintain transparency into data costs with visible in-platform media fees set by partners per segment.

### AUDIENCE DISTRIBUTION

**Social:** Apply marketplace audiences to Ad Sets from the Custom Audience drop-down, easily view which audiences have a data fee associated with them, and use 4C's calculator to proactively account for data fees on top of your original total media budget or adjust your budget to include data fees as part of the total media budget.

**TV & OTT:** Apply marketplace audiences directly in Scope using the TV Planner or OTT campaign manager.