FIRST-PARTY AUDIENCES

How are you reaching your customers across channels?

KEY BENEFITS

+ Leverage segments from your DMP or upload CRM lists and leverage the same first-party data for digital targeting, and linear TV and OTT/CTV planning and buying.

Grow your audience with transparency using 4C Lookalike Expansion built using unique offline consumer attribute and behaviors.

Explore insights about your first-party segments in areas like demographics, financial, automotive, political, purchase behavior, and more.

4C AUDIENCE HUB SUPPORTED DMPS

Adobe Audience Manager

neustar

AppNexus

ORACLE bluekai

Google Marketing Platform

salesforce krux

LiveRamp
an acxiom company

theTradeDesk

MediaMath

TURN

The leading self-service software for brands to execute video-centric marketing and optimize business outcomes.

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FIRST-PARTY AUDIENCES

Create a 1st Party Audience

Audience Name *

Audience File * — Only **one data type** in a **single column** CSV or XLSX file can be uploaded.

Select Data Type ▾ | Select File

Expand and Explore Audience

Lookalike Model — ☐ **Make this a Lookalike Model to** increase overall audience size and reach
— 0/20 Lookalike Models Created ⑦

3rd Party Data — ☐ Gain additional insights about this audience by applying 3rd party data sources

Audience Data Source — First Party Only ▾

Audience Distribution At least one is required

TV Distribution — ☐ ⌄ 4CTV Vizio

Social Distribution — ☐ Ⓕ Facebook
— ☐ Ⓣ Twitter
— ☐ Ⓟ Pinterest
— ☐ Ⓢ Snapchat

Status Notifications

Provide an email address below to be notified of important status changes for this Audience.

Email Addresses

By clicking create, I certify that I am not uploading in an unhashed format data that is subject to HIPAA, GLB, GDPR or other PII compliance requirements.

This audience will be created under the **4C Marketing** Brand Profile   Cancel   Create

KEY FUNCTIONS

ID Onboarding: Use first party data IDs including: email addresses, mobile device IDs (Android AAIDs or Apple IDFAs), or segments from DMPs (including: Adobe Audience Manager*, Oracle BlueKai, Krux Sales Force, AppNexus, Google Marketing Platform, LiveRamp, MediaMath, Neustar, The Trade Desk and Turn). *Minimum seed list requirement is 10,000 records.*

*Server-to-server integration.

Lookalike Expansion: Opt in to increase the size of your first-party seed list using 4C Lookalike Expansion. Lookalike expansion allows first-party audiences to scale with transparency and provides control over how to augment a first-party seed by fine tuning the precision and reach or opting to include or exclude the seed list.

Audience Insights: Opt in to pull in third-party data insights for your audience including standard demographic information, political affiliation, purchase behavior, and more.

Audience Data Source: Specify the source of your audience data depending on the type of audience you are creating.

First-party Only: Owned by the advertiser.

Partner Only: Licensed by the advertiser by a third party.

First-party & Partner: A combination of data owned by the advertiser and licensed from a third party (Lookalike audiences will always default to this option).

Audience Distribution: Seamlessly activate the audience across TV, OTT, and digital channels.

TV Distribution: Use audiences for linear TV planning, allocation, and programmatic TV targeting (NBCU).

OTT Distribution: Use audiences for OTT campaigns across desktop, mobile, and connected TV devices.

Social Distribution: Use audiences across Facebook, Instagram, Twitter, Pinterest and Snapchat.
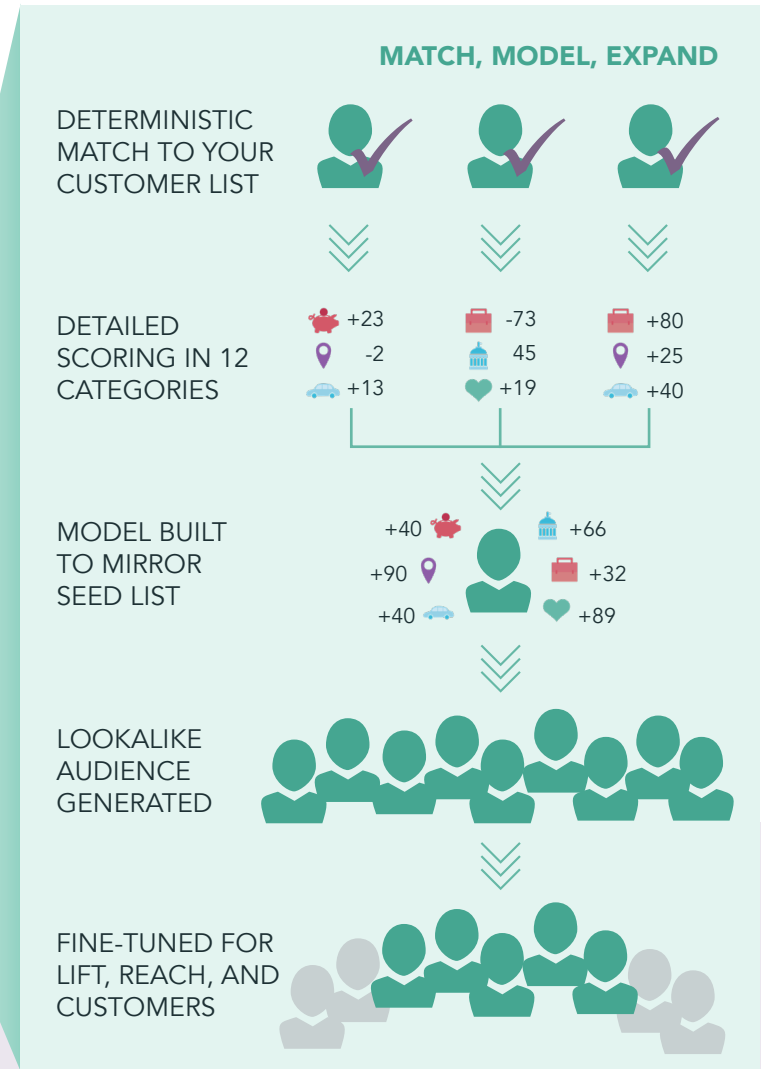
FIRST-PARTY AUDIENCES

LOOKALIKE EXPANSION

1. UPLOAD YOUR SEED LIST: Upload your customer file of hashed emails, phone numbers, or mobile device IDs.

2. CHOOSE SOCIAL PUBLISHERS: Pick the platforms where you want to activate your expanded first-party audience; Digital [Facebook, Instagram, Twitter, Snapchat, Pinterest], OTT, or TV.

3. MATCH AND MODEL: Scope performs a deterministic match of your data to a pool of over 247M U.S. people-based profiles, scores them using 9 billion data points in 12 categories, and creates a model for your new audience.

4. EXPAND FOR LIFT AND REACH: Use a simple slider to fine-tune the precision and reach of your audience, and opt to include or exclude your seed customers.

DATA MODELING CATEGORIES:

FINANCIAL HEALTH

INVESTMENTS

BUSINESS

PUBLIC RECORD

HOUSEHOLD

PROPERTY & ASSETS

LIFE STAGES

HOBBIES & INTERESTS

PURCHASES

DEMOS

GEO

CENSUS

MATCH, MODEL, EXPAND

DETERMINISTIC MATCH TO YOUR CUSTOMER LIST

DETAILED SCORING IN 12 CATEGORIES

+23   -73   +80
-2   45   +25
+13   +19   +40

MODEL BUILT TO MIRROR SEED LIST

+40   +66
+90   +32
+40   +89

LOOKALIKE AUDIENCE GENERATED

FINE-TUNED FOR LIFT, REACH, AND CUSTOMERS

AUDIENCE INSIGHTS: Drill down and examine the makeup of your new audience, gather insight, and plan for the future across the same 9 billion data points in 12 categories used to model your audience.

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