

ISPD Audiences

Powerful

Built on transactional data
300+ brands

Vast

500MM/ month profiles month
\$10B annual transactions

Fresh

Real-time data straight from
the source
Scored daily

Demographics

Online & offline demographic
data
Accuracy & scale

Keywords

Using keywords on pages
browsed
*New moms, office managers,
job seekers*

Seamless

Integrated with our
programmatic platform
Efficient workflow and NO
DATA LOSS

Over **3 BILLION** Unique User IDs
100% Observed

Interest Audiences

- Built from real-time data using content browsing behaviors, and can be targeted based on advertiser's specific goals
- Created from assumptions made based on user interests and actions online
- Two types: Seasonal and Sites Visited

Transactional Audiences

- Built from tracking users' transactional behaviors, across product categories browsed, carted & purchased
- Modelled and scored for optimal programmatic targeting and performance
- Two types: In-Market and Shopping Behavior

Mobile In-App Audiences

- In-market mobile app audiences
- Base on observed actions within mobile apps
- Unique users who have downloaded an app, signed up within an app and purchased items within an app
- USA and Canada only

Demographic Audiences

Standard Demo Audiences

- Maximum demo reach and scale with an above average accuracy rating

Validated Demographic Audiences

- Above average accuracy with a rating of up to 85% against Nielsen DAR and ComScore VCE
- Twice as accurate as standard demo audiences
- Segments include only age and gender

1.2B devices with age. **900M** with gender classification. **100%** US internet population.

Digilant offers programmatic buying solutions and services designed for independent agencies and brands that are increasing their advertising spending. Using data science to unlock proprietary and complex audience data, Digilant enables brands to uncover 'new' customers and provide the actionable intelligence they need to compete across every important media channel. For more information visit us at www.digilant.com or follow us on Twitter @Digilant_US.