PROGRAMMATIC ADVERTISING TACTIC

Audience Segments

GET IN FRONT OF THE RIGHT PEOPLE BY COUPLING OUR FIRST-PARTY ASSOCIATION DATA WITH CURATED AUDIENCE SEGMENTS

Create audiences from data sets based on demographic or psychographic behavior that are curated for specific audience targeting strategies via third-party data providers. These additional audience segments should be coupled with Site Retargeting and Geo-Optimized tactics to supplement the campaign strategy with "lookalike" audiences that share the same background and interest. Use third-party audience segments to narrow down and filter a full site retargeting audience to a specific demographic within a geographic area to drive higher engagement with your tailored marketing message.

		SEGMENT ID	SEGMENT NAME ⇅
☐	›	3940151982904410	Dun and Bradstreet - B2B Job Function/Roles - Executives - CFO (Chief Financial Officer) Exelate
☐	›	3326604880199451	Dun and Bradstreet - B2B Job Function/Roles - Executives Exelate
☐	›	2213497039792364	Datastream Group > DMSC > Demographic > Education & Occupation > Occupation > Occupation: CEO/CFO/Chairman/Corp Officer Liveramp - General Datastore Segments

🔍 CFO   📇 All Providers

ADVANTAGES OF THIRD-PARTY SEGMENTS:

1 **Enhanced Audience Reach:** Access to a broader range of potential customers

2 **Improved Targeting Precision:** More precise audience profiles through detailed data

3 **Increased Campaign Effectiveness:** Higher engagement and conversion rates

4 **Data Enrichment:** Enriches existing data for comprehensive customer insights

5 **Cost Efficiency:** Reduces wasted ad spend by targeting relevant audiences

6 **Competitive Advantage:** Provides access to extensive and up-to-date data sets

7 **Personalization and Relevance:** Enables highly personalized and relevant marketing messages

Leverage comprehensive data from third-party segments to complement your advertising strategy, expand your reach and connect with new, highly relevant audiences, leading to increased campaign effectiveness and ROI.

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