



Amobee Data Playbook

Intelligent, insight-driven solutions
for a cookieless world



Table of Contents

The Setup	3
Meet Amobee	4
Why We're Different	5
The Technology	6
Amobee Data Portfolio	7
<i>Overview</i>	8
<i>Proprietary Data Solutions</i>	9
Smart Contextual	10
Interests	11
Custom Personas	12
Lifestyles	13
Look-alikes	14
<i>Curated Data Solutions</i>	15
TV Amplifier	16
Partner Audiences	17
Demo Audiences	18
DMP and Data Marketplace	19
Achieving Superior Results	20
Conclusion	21



Are you ready for the cookieless future?

Today's marketers have a wealth of data at their disposal. From on-demand segments to customizable capabilities and beyond, the current data landscape provides an infinite amount of targeting options to help marketers reach and engage with their customers. However, as access to 3rd party cookies comes to an end, so does the rich identity data that marketers have relied on to fuel business growth and achieve success of their advertising investments. Added to the current fragmentation challenges being brought on by new walled gardens, TV streaming expansions and OEM networks, marketers are being challenged more than ever.

To ensure success, marketers will need to diversify their approach when developing targeting strategies and tactics. This will require a trusted and experienced technology partner that marketers can leverage to create and activate flexible insight-informed targeting tactics that drive scalable performance across strategies, both for the present and the cookieless future.



Meet Amobee

An intelligent advertising platform designed to create a sustainable advertising ecosystem through smarter technology.

Our platform is underpinned by a people + panel identity framework to thrive in a cookieless world. Amobee powers all types of buying modalities (reserved & real-time bidding) across all screens. We apply data, technology, and creativity to optimize the effectiveness of advertising. Our technology is built for the future.

We believe in a future where:

- 100% of media will be data enabled.
- Premium media will be both reserved and optimized through predictive planning and real-time allocation based decisioning.
- Outcomes will be bespoke by advertiser and based on a variety of underlying identity and measurement standards that will rely on interoperability across the supply chain.

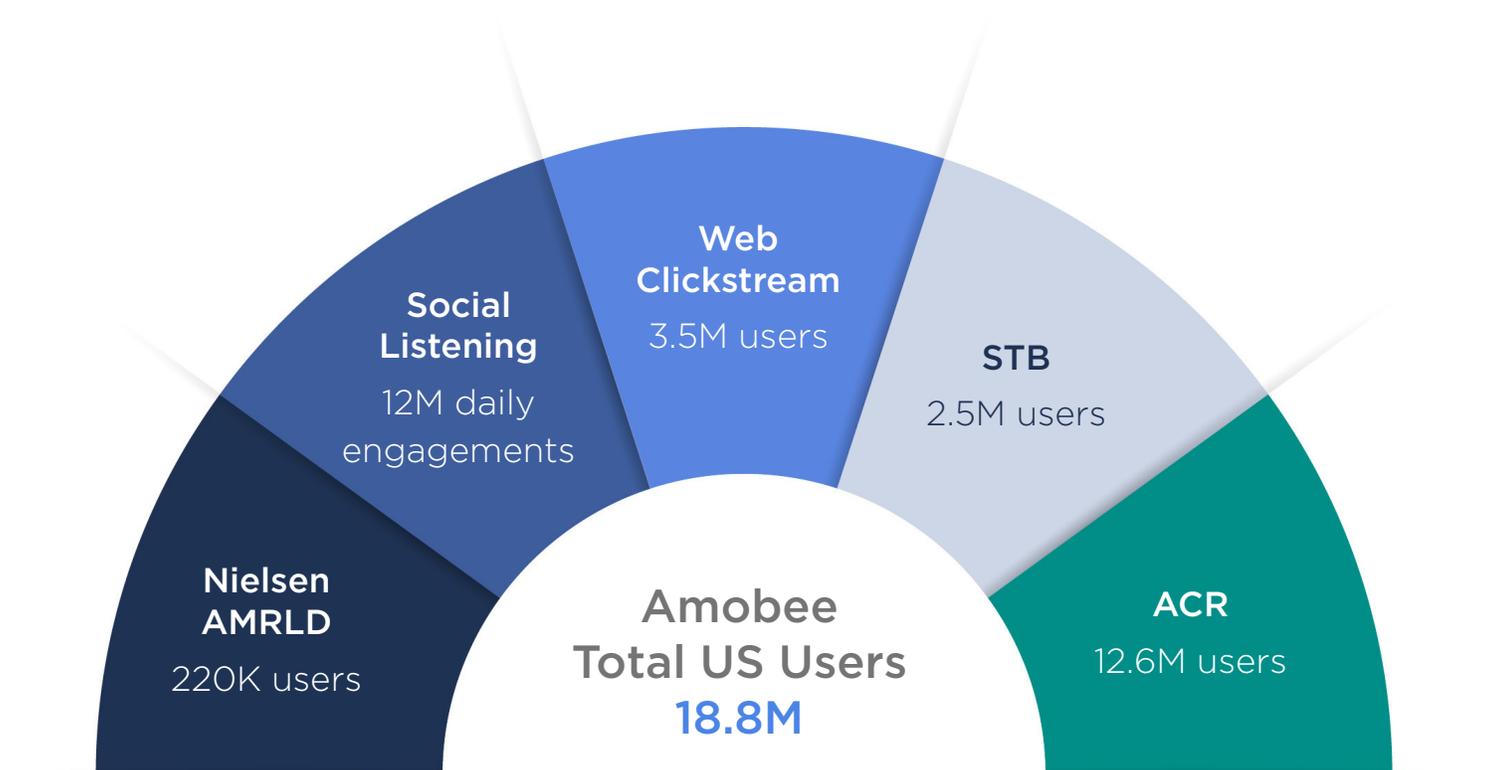
We believe that in a cookie-deprecated ecosystem, there will not be a single solution to replace the scale of 3rd party cookies. Instead marketers and agencies will need to diversify their targeting strategies and adopt tactics that leverage sophisticated technology alongside their own 1st party data and identify solutions to reach audiences.



Why we're different: Amobee Panel Universe

Amobee is in the fourth year of a sophisticated consumer panel strategy that merges television, programmatic, and social channels for the purposes of aligning planning, activation, and measurement.

- All data within our panel ecosystem is double opt-in and then weighted nationally for census representation, with a focus on accuracy or the scale and quality over quantity.
- These are cross-channel, observable advertising events that allow our system to continue to help you drive the outcomes that you're used to in an ecosystem where there is always an ID to target.

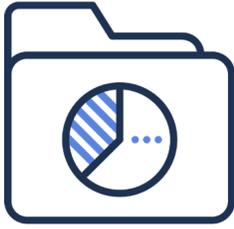




Data Intelligence + Technology

With a storied past in advertising technology, Amobee has been providing brand marketers and agencies with unrivaled data products, solutions and services for years. Our proprietary insights platform, Brand Intelligence, unifies disparate data sources across digital, social, and tv channels to uncover key insights that power one-of-kind data solutions. With ingestion and analysis of over 60 billion+ digital content engagements per day, we infuse the power of real-time, cross-channel data and innovative intelligence technology that provides advertisers with more impactful engagement opportunities with their strategic audience.

- Real-time research and insights platform that powers cookieless activation strategies.
- Global scalability with proprietary panel coverage of 8 million users from the world's leading markets.
- Unified data from cross-channel sources with additional availability to leverage 1st party data.
- Real-time analysis of 3.4 billion content engagements and consumption trends daily.
- Seamless integration that enables Brand Intelligence insights for instant activation in Amobee's DSP.



Amobee Data Portfolio

Effective and versatile targeting solutions that ensure performance and scale.

With cookie depreciation on the horizon, brands and agencies need a trusted technology partner that can provide a diverse arsenal of informed targeting solutions that can drive success across strategies, both now and for the future.

The Amobee Data Portfolio offers agencies and advertisers the ability to leverage tomorrow's solutions, now with:

- Real-time, insight-informed targeting solutions that drive better results across a multitude of strategies with or without identity.
- Proprietary AI technology that unifies disparate data sources to uncover meaningful insights that amplifies scale and performance with relevance and accuracy.
- Flexible activation options that puts the power of custom target creation and one-of-a-kind, AlwaysOn taxonomies at your fingertips.



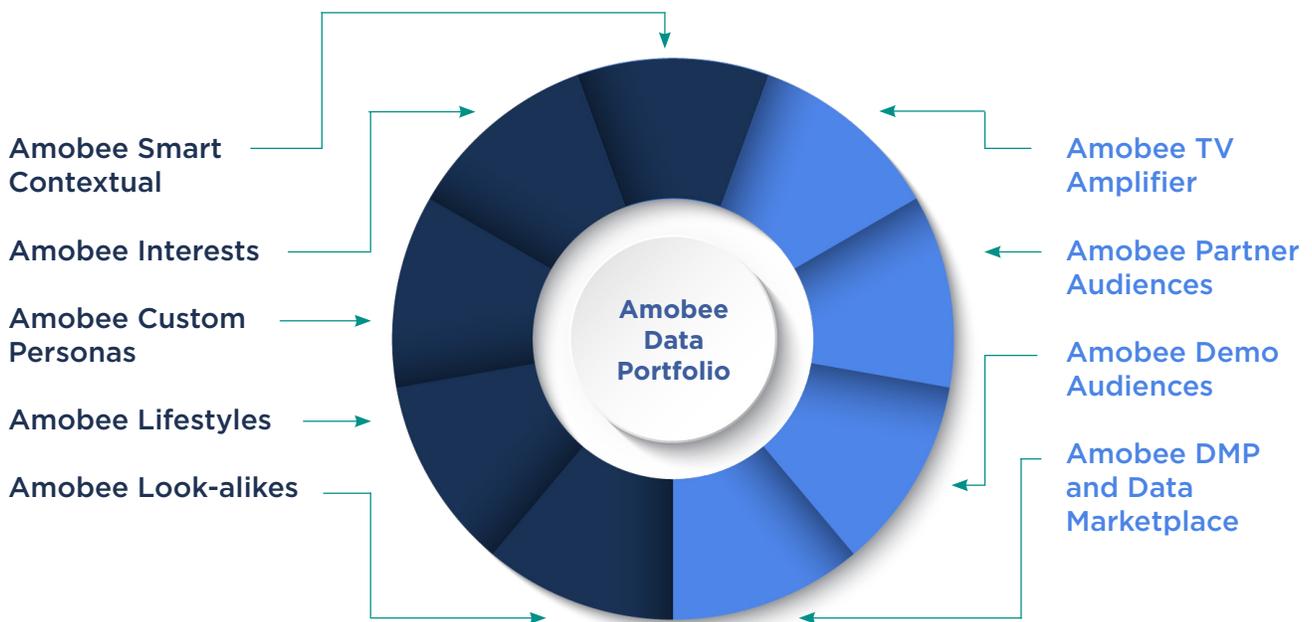
Powerful targeting capabilities



Amobee Proprietary Data Solutions - Leverage a suite of one-of-a-kind targeting solutions that enable advertisers to amplify their reach and enhance consumer engagement using trusted and compliant Amobee data. Advertisers have the unique ability to choose from a range of flexible targeting options that includes intuitive, custom target creation, access to a dynamic library of AlwaysOn taxonomies, as well as the opportunity to leverage their own 1st party data to activate tactics across programmatic, TV and social with or without identifiers.



Amobee Curated Data Solutions - Gain access to a set of Amobee Data Solutions enhanced by strategic partnerships that each have their own set of tailored and benefits. From creating bespoke targeting segments derived from consumer TV consumption, to an extensive 3rd party data marketplace from the industry's top data providers, Amobee Curated Data Solutions provide advertisers with easy, efficient and effective targeting options that enhance connection with strategic audiences while achieving better results.



Amobee Proprietary Data Solutions

Intelligent, insight-driven
targeting solutions enabling
agencies and advertisers to
thrive with or without cookies.



Amobee Smart Contextual

Start solving tomorrow's data challenges today with insight-based, cookieless solutions.

Strengthen your consumer connection with increased relevance based on real-time insights that drive unparalleled performance that scales.

Supported Strategies: Top-mid funnel reach extension,

Capabilities:

- Access to a comprehensive suite of next generation cookieless solutions that help marketers achieve better results through media activation.
- AlwaysOn targeting features extensive taxonomies of phrases, categories, and topics, as well as keywords, available on-demand.
- Custom contextual targeting enables Amobee users the ability to create powerful custom targeting within a seamless workflow with instant activation.
- Assisted Custom targets offer customers the opportunity to partner with an Amobee Analyst to define tailor-made contextual targets available for activation in less than 24 hours.

Benefits:

- Evolve contextual targeting through innovative, real-time intelligence.
- Reach consumers with a smarter, more timely connection at scale.
- Manage targets with greater ease and efficiency that bolsters productivity.
- Create customized targeting across more categories with enhanced granularity.
- Activate cookieless tactics across all screens.

ACCESS NOW: Amobee Platform users can access, create, manage and activate Amobee Smart Contextual Targeting within the line item workflow.



Amobee Interests

Increase consumer engagement with relevant interest-informed targeting segments that enhance performance.

Amobee Interests audiences leverage our interest-based segments built using proprietary machine-learning models that categorize user's online behaviors into standard IAB definitions.

Supported Strategies: Upper-to-mid-level Funnel: Awareness, Prospecting, Reach Extension.

Capabilities:

- Leverage a deep taxonomy of real-time interest segments for quick, easy and effective audience activation on-demand.
- Extend reach to consumers using familiar IAB categorized taxonomies.
- Enhance scale of 1st & 3rd party data sets.
- Run audiences in high touch environments including premium CTV inventory.

Benefits:

- Better identify and connect with consumers around their specific interests.
- Extend reach with increased scale across programmatic inventory.
- Improve consumer engagement while maintaining cost efficiency.

ACCESS NOW: [Amobee Segment Builder](#) > [Amobee AlwaysOn](#) > [Amobee Interests](#)



Amobee Custom Personas

Define custom audience segments with increased control and transparency.

Amobee Custom Personas offers marketers the opportunity to team up with an Amobee analyst to create custom audience targeting based on real-time insights from our Brand Intelligence Platform.

Supported Strategies: Customizable targeting that can support any stage of your marketing funnel.

Capabilities:

- Define audiences derived from their online behavior and the content they consume.
- Validate audiences based on their demographics, interests, and lifestyle signals.
- Scale the unique attributes of seed audiences with modeling against Amobee's extensive data network.
- Optimize segments for accuracy and quality.
- Activate custom tactics that are easily accessible via the Amobee Advertising Platform for use across programmatic, social, and connected TV channels.

Benefits:

- Surface key insights that help you better connect with your audience.
- Custom audience targeting that amplifies reach.
- Build better informed segments with the flexibility to engage general audiences to the niche.
- Tactic optimization that maximizes scale and accuracy.

ACCESS NOW: Contact your Amobee Account Manager to get started building bespoke audience segments



Amobee Lifestyles

Establish and build more meaningful connections with your consumers based on their lifestyle.

Amobee Lifestyles leverages AlwaysOn lifestyle-based data that enable targeting to groups predicated on life circumstances that include behaviors, demographics, life choices and preferences.

Supported Strategies: Upper-to-mid-level Funnel: Awareness, Prospecting, Reach Extension.

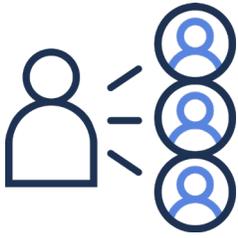
Capabilities:

- Reach target audiences from an array of different lifestyle segments.
- Transforms key lifestyle characteristics into actionable targeting segments.
- Drive more meaningful engagement based on life choices and preferences.

Benefits:

- Extend scale with relevance using familiar Brand Intelligence-powered Lifestyle Targeting.
- Enrich customer acquisition and improve retention with an extensive list of digital Lifestyle segments.
- Cost efficient segments that outperforms other 3rd party lifestyle segments.

ACCESS NOW: [Amobee Segment Builder](#) > [Amobee AlwaysOn](#) > [Amobee Lifestyles](#)



Amobee Look-alikes

Extend your reach to new audiences using your own 1st party data or a 3rd party data set of your choosing.

Enhance new customer acquisition strategies with Amobee Look-alike solutions. Leverage your own 1st party data to build detailed seed segments from profiles of your brand loyalists and match them against our vast data network to amplify your reach that can be optimized for maximum scalability or precision accuracy.

Supported Strategies: Upper-to-mid-level Funnel: Awareness, Prospecting, Reach Extension.

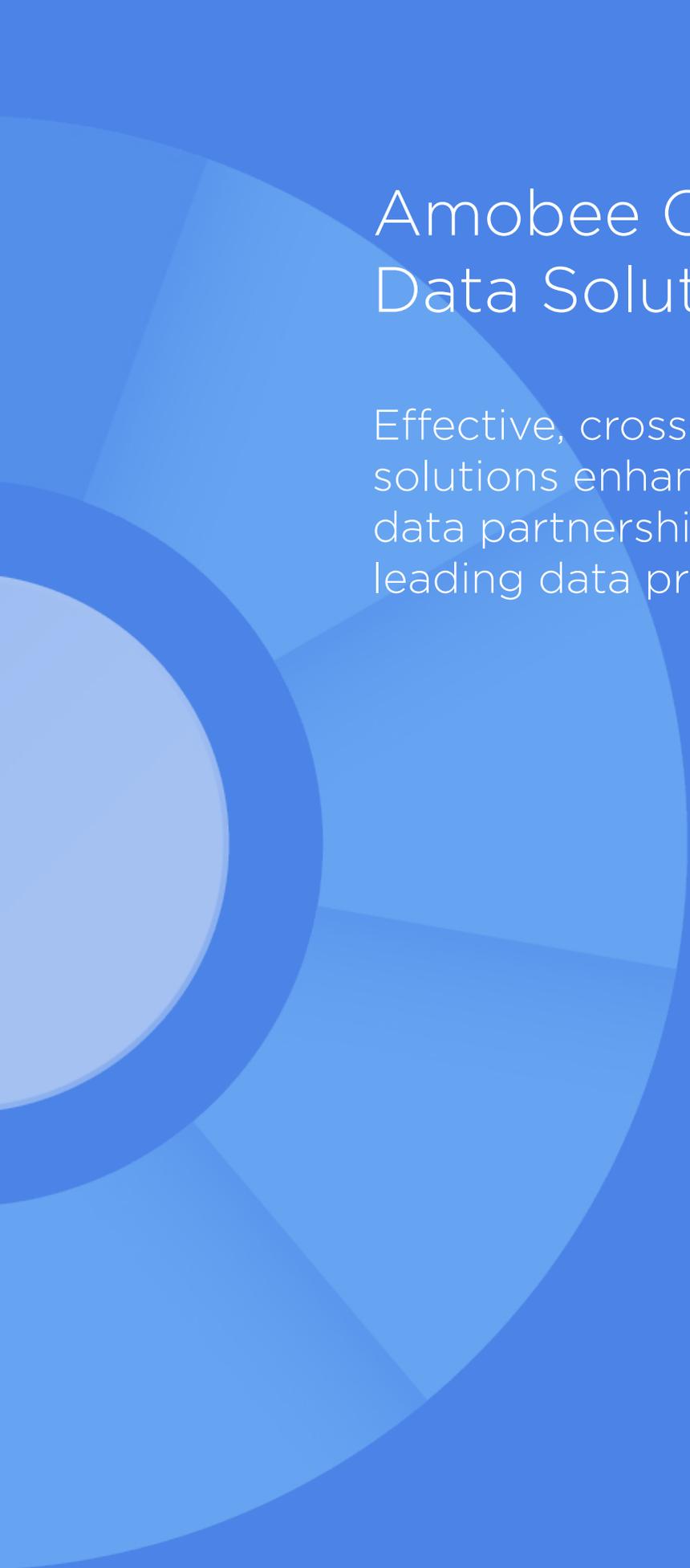
Capabilities:

- Efficiently tag and leverage your own 1st party data to better inform seed segment creation.
- Amplify scale using dynamic Amobee Data and custom modeling that syncs similarity scores with seed segments, in real-time.
- Streamline creation and activation of powerful look-alike segments directly in the Amobee Advertising Platform.

Benefits:

- Customizable data solutions that provide flexible options to reach new audiences.
- Leverage more 1st party data to fuel audience expansion.
- Efficient set up and activation of 1st party data from more sources.
- Extend reach to relevant, high-valued audiences.
- Amplify the effectiveness of your 1st party data with proprietary Amobee data and technology.

ACCESS NOW: Amobee Platform users that have synced their 1st party data can navigate to Campaigns > Resource Library > Audience Segments and filter for **Advertiser 1st Party Data** under Segment Source. For customers looking to onboard and activate their 1st party data with ease, contact your Amobee Account Manager to get started.



Amobee Curated Data Solutions

Effective, cross-channel targeting solutions enhanced by strategic data partnerships from industry-leading data providers.



Amobee TV Amplifier featuring TiVo Set-Top Box Data

Maximize incremental reach by targeting TV audiences, digitally.

Amobee TV Amplifier provides agencies and advertisers to extend their linear TV strategies with converged targeting capabilities across digital channels. Access daily TV viewership and ad exposure to create custom audience targeting that optimizes current in-flight TV campaigns to extend incremental reach.

Supported Strategies: Top-mid funnel reach extension.

Capabilities:

- Discover TV audiences across 20+ MVPDs, multiple TV OEMs, from all 210 US DMAs.
- Define your audience based on TV consumption and ad exposure across 3M households.
- Create custom segments that compliments and extends current TV campaigns.
- Activate targeting across CTV, digital and social environments.

Benefits:

- Extend linear reach and connect with strategic targets that amplify TV investments.
- Engage with TV targets by retargeting audiences across different screens.
- Defend Mindshare by targeting consumers who have been exposed to competitive ads.
- Extend reach via social channels with the help of Amobee Service teams.

ACCESS NOW: Amobee Platform users can access, create, manage and activate Amobee TV Amplifier segments through the Brand Intelligence tab in the main navigation panel.



Amobee Partner Audiences

Increase budget efficiencies with data as a percentage of media from industry-leading data providers.

Amobee Partner Audiences offers clients the ability to purchase 3rd party audience data as a percentage of media cost rather than a flat, CPM-based model. Access branded and unbranded data sets from the industry's most trusted data providers as an AlwaysOn taxonomy ready for instant activation.

Supported Strategies: Lower-funnel display and mobile campaigns.

Capabilities:

- Access to leading 3rd party data providers featuring, Oracle Data Cloud, LiveRamp Data Store, and Eyeota.
- Combine offline purchase, online intent, and online in-market data sets across an expansive list of verticals.
- Packaged in a single, easy to use global taxonomy, as well as country-specific taxonomies in 10 countries.

Data Providers, Sets, and Availability:

- Oracle Data Cloud: Analytics IQ, Webbula, PlacelQ, Affinity Answers, Visa, Comscore, Edmunds, TransUnion, Polk.
- LiveRamp Data Store*: Alliant, CoreLogic, Cuebiq, Dun & Bradstreet, Epsilon, Fluent, IBM Watson, Ibotta, IRI, Live Nation, Mastercard, NCS, PushSpring, ShareThis, NinthDecimal, Ziff Davis.
 - Inclusion pending: Quotient, Symphony Health.
 - *US only.
- Eyeota: Eyeota branded data and Bombora (APAC only).

ACCESS NOW: Amobee Platform users can access and instantly activate Amobee Partner Audiences through the Amobee Advertising Platform's Segment Builder>Amobee Partner Audiences.



Amobee Demo Audiences

Offering the most precise targeting for age and gender audience segments.

Amobee Demo Audiences will dramatically reduce off-target media waste, by finding your age and gender audiences better than any other segment available.

Supported Strategies: Lower-funnel.

Capabilities:

- Amobee-built solution that drives greater scale and accuracy for in-demo guarantees against Comscore vCE and Nielsen DAR.
- Unique combination of technology and proprietary data consistently outperforms market norms for targeting in-demo consumers.
- Significantly greater age and gender targeting performance, making digital audience verification more predictable for advertisers.
- Available in Amobee console across desktop and mobile with both display and video formats.

Data Providers, Sets, and Availability:

- Built from extended strategic demo relationships across hundreds of publishers.
- Unique allocation technology provides a price/volume curve giving accurate forecasts.
- Accuracy has been verified against Nielsen and Comscore and underpins all demo targeting within our platform.

ACCESS NOW: Amobee Platform users can access and instantly activate Amobee Demo Audiences through the Amobee Advertising Platform's Segment Builder>Amobee Demo Audiences.



Amobee DMP and Data Marketplace

Advanced data management and activation.

Access intuitive tools and datasets all in one convenient and compliant platform.

Supported Strategies: Range of full funnel capabilities.

Capabilities:

- Easy and efficient 1st party data onboarding, tagging, segmentation, and activation.
- Automated data synchronization ensures data is available when you need it.
- Access to a comprehensive, on demand data marketplace chock full of segments from top providers.
- Confidently activate data that aligns with all major data regulations from around the globe.

Benefits:

- Leverage powerful DMP capabilities directly in the Amobee DSP.
- Utilize more of your own 1st party data across targeting tactics.
- Browse through an expansive collection of the industry's best datasets.
- Harness the power of flexible data access and management to drive campaign performance.



Achieving superior results

Drive performance, scale, and value with Amobee.

In a head-to-head comparison, Amobee Smart Contextual outperformed retargeting tactics:

43%

lower CPM

15%

lower CPA

How Amobee Audiences stacks up against similar in-class audience segments:

2.5x

more conversions using Amobee Auto Intenders

2x

more offline action rate using Amobee Alcohol Consumers

When measured against industry benchmarks:

32%

increase of desktop action rate

42%

increase of mobile action rate

135%

increase of mobile video action rate



Are you ready to start testing and scaling cookieless solutions?

Amobee is ready to help.

Only Amobee provides agencies and advertisers with innovative, intelligence-driven data solutions that enhance consumer engagement and increase campaign performance, both for the present and cookieless future. Partner with Amobee today and begin accessing a unique tech stack that offers the capabilities to:

Unify

- On-and-offline line data. Leverage web engagement, TV viewership, social listening, and bidstream data from the programmatic ecosystem within our data visualization solution called Brand Intelligence.
- Discover new insights about your customers and consumers like them.
- Unify data from disparate sources, including 1st party, offline, and CRM data to increase understanding and uncover valuable insights to inform strategy and hone target accuracy.

Optimize

- Turn those insights into actionable strategies within our DSP, which is then all captured within a data warehouse where you can build measurement instruments to understand exactly what's happening in your advertising practice that matters.
- Optimize tactics and campaigns with efficient and effective audience and media activation that maximizes budget allocation and drives performance.

Grow

- Utilize Amobee's DataMine and other reporting solutions to understand your audience and campaign growth, and map back to important metrics such as online/offline sales.

Not an Amobee User and want to see more?

Deep dive into Amobee's Advertising Solutions and [preview our platform](#) today. For those ready to start leveraging tomorrow's solutions right now, [schedule a meeting with an Amobee Representative](#).