

# Behavioral Intelligence for the **Customer Obsessed**

For more than 15 years we have been using data to help the biggest names in Retail, Media & Entertainment, Restaurants, and Technology better attract and retain customers and dominate their competition. Unlike other platforms, Affinity Answers doesn't require first party data, giving our solutions the unique ability to understand, track, and target current or potential customers across categories and competitors. Frictionless, plug and play data means you can see results immediately with the opportunity to pilot data tests across business units - allowing you to see for yourself whether our data is right for you.



## Longitudinal Customer Segmentation Tracking

- Track and measure your customer segments against your competitors
- Real-time insights to optimize in-market strategies
- Visitation seed audiences to target test or look-alike model
- Weekly snapshots and monthly reporting based on KPIs
- Custom integration of existing segmentation
- Expansive access to real-time market-level data



## Uncover the social data advantage

- Near-real time data covering 4B targetable IDs activatable across display, video, social, and CTV
- Powered by the largest pool of social data available - Facebook, Instagram, Twitter, and Reddit
- Instantly accessible audiences available across all major DSPs and social media platforms
- Certified by Neutronian to ensure privacy compliance, transparent sourcing and data quality
- 1,500+ syndicated segments covering every major vertical including Automotive, Entertainment, Retail, Gaming



## Data-led insights delivering real-world business value

- Built for the entertainment industry & passion brands who understand the importance of connecting with their fans
- Powered by the largest pool of social data available - Facebook, Instagram, Twitter, and Reddit
- 360° understanding of our viewers behavior and interests
- Strengthen campaign performance through keyword and placement optimization
- Identify brand or content partnerships or celebrity influencers
- Competitive insight from competitors or cross-category brands or entertainment



## Super-charge your first party data with lifestyle and brand affinities

- Build a deeper understanding of your customers' affinities beyond demographics
- Understand over & under indexed affinities of your customers
- The most comprehensive enrichment offering on the market. 12+ markets covering N.America, EU, APAC, & LATAM
- Personalize offerings based on customer lifestyles and media affinities
- Certified for data quality, transparency and privacy compliance by Neutronian
- 4B IDs enriched and refreshed every month for the world's largest data aggregators

## LUCID Case Study

Affinity Answers partnered with Lucid Audience Measurement to measure the efficacy of our audiences against the leading prior-purchase based competitors. Affinity Answers' segments were able to identify a user's future purchase intent 55% higher on average than the leading prior-purchase based provider.



## DUNKIN' Case Study

Dunkin' wanted to identify Switchers and Taste Explorers based on certain niche taste profiles that only Affinity Answers was able to determine. Our unique audiences defined the audiences and brought them to Dunkin' at higher levels than even loyalty benchmarks.

### Switchers



### Taste Explorers



What our partners are saying



OnTrack's ease of use, ability to give us real-time insights, and the ability to create custom segments has brought our segmentation to life. In addition, Affinity Answers has been a great partner to work with."



**Kristi Grinde, Senior Manager**  
Consumer Insights and Brand Strategy, CKE Restaurants



If you're working with a brand of any kind, this is the best data set and the simplest user experience to understand the overall affinities of the brand's audience with media, content, talent and other brands."



**David Boyle, Founder & CEO**  
Audience Strategies



Affinity Target audiences outperformed all of our past KPIs for one of our premium brands. Maya & team are extremely responsive & wonderful to work with."



**Girish Menon, Manager**  
Amnet India

Trusted by

