



Supercharge your first-party data with lifestyle and brand affinities

Consumer behavioral data is crucial for effective strategy, bringing brands closer to prospective customers through heightened relevance and personalization. Social media is where consumers listen, talk, act, and express their unabashed love for their favorite consumer & media brands.

Affinity Enrich appends these social behaviors to enhance your first-party data to vastly improve your understanding of your customers.

The most comprehensive enrichment offering on the market



12+ markets covering North America, EU, APAC and LATAM



Behaviors of 250MM+ social profiles



Certified for data quality, Etransparency & privacy compliance

We currently enrich data for the largest data aggregators in the world



4B+ IDs enriched and refreshed every month



3,000+ lifestyle, intent, and interest data points



50B+ impressions delivered

360° view of your customers' lifestyles & affinities to Brands, TV/Streaming shows, Digital Properties and Talent

Build a deeper understanding of your customers' affinities beyond demographics

Understand over-indexed and under-indexed affinities of your customers

Find and target more customers with similar over-indexed affinities

Personalize offerings based on customer lifestyles & media affinities



Mahesh Narayanan
maheshn@affinityanswers.com
512.964.5687

affinityanswers.com

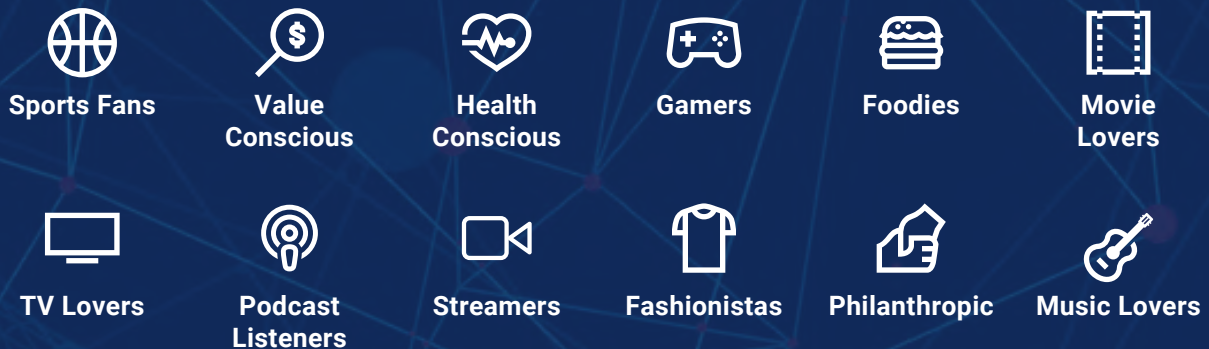


Increase ROAS by activating and targeting lifestyles

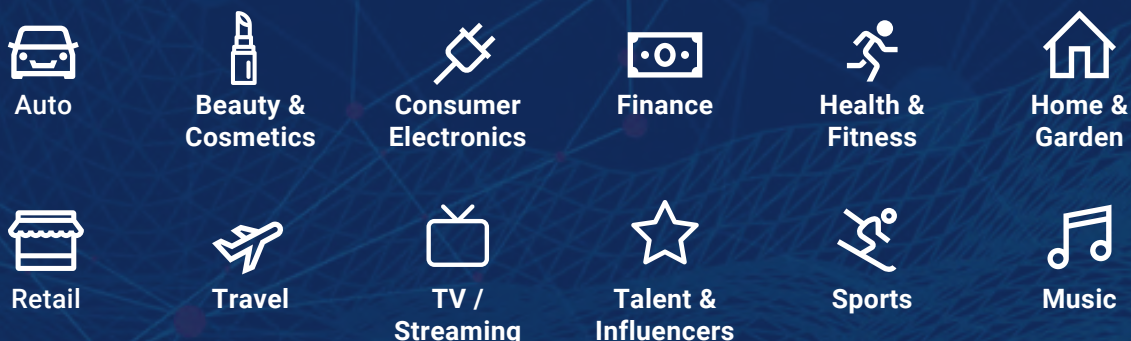
Insights from your first-party data rarely translate well into a bespoke audience segment for targeting, resulting in inefficient spending. **Enrich provides a deeper understanding of your customers' lifestyles, going far beyond basic demographics and into their actual behaviors.** Optimize your media spend by activating people with similar lifestyles as your customers — e.g. if your customers over-index on True Crime podcasts, target True Crime fans vs. a less reliable demographic.

Available data points

20+ Lifestyles including:



12+ Industry-driven intent & interest stages:



Questions Affinity Enrich answers:

- How can I get a rich understanding of my customers' behaviors, in near real-time?
- What behaviors do my customers over-index and under-index in?
- How can I increase my ROAS?
- How can I ensure insights from my first-party data translate into an actionable media plan?



Mahesh Narayanan
maheshn@affinityanswers.com
512.964.5687

affinityanswers.com



Case Study

Affinity Enrich finds and drives new users for Dunkin'



Opportunity

Identify Switchers and Potential New Buyers based on certain taste profiles

Data Approach

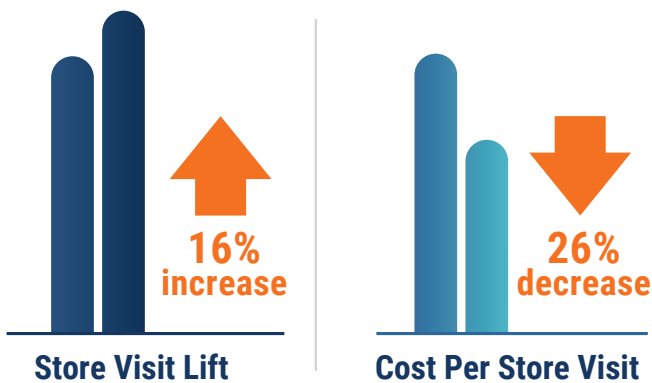
TrueAffinity Graph identified high affinity behavior towards local/regional competition AND Dunkin' to identify Switchers

TrueAffinity Graph identified people who are willing to explore new things - across fashion, food, technology, and more - to identify Taste Explorers

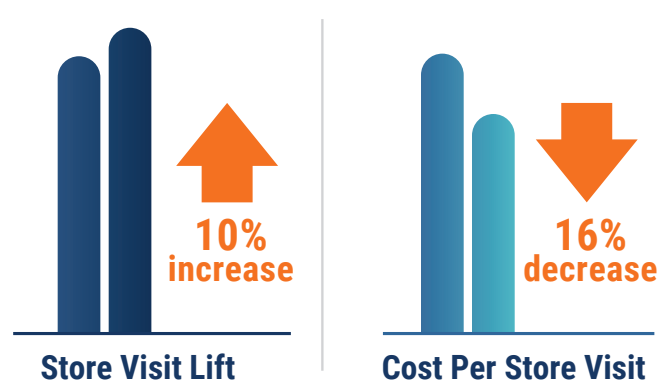
Results

Affinity Answers data was able to increase sales while decreasing cost per acquisition

Taste Explorers



Switchers



Mahesh Narayanan
maheshn@affinityanswers.com
512.964.5687

affinityanswers.com

