affinity
Target

The social data advantage

Social engagement is one of the richest data sources in the world, and we capture more than anyone else in the audience game, cataloging billions of engagements between 180MM people and over 40k brands and media properties every month.

We are the only social data provider that provides access to **Twitter, Facebook, Instagram, Reddit and now TikTok** engagement data. More engagements means a better understanding of customer behavior and more fuel to power customer acquisition and competitive conquest strategies.

Accuracy with Maximum Reach

Infinitely Scalable
TrueAffinity Data Graph identifies intent across categories, giving more access to more shoppers.

Seamless Custom Audiences
If you can imagine it, we can build it, fast. Response in 2 days. Delivered in 10. Easy.

Certified data
Our data has been independently certified by Neutronian for quality, transparency, and privacy.

Now with TikTok
The only social data provider with access to TikTok and Instagram hashtags.

58
Categories

2000+ Syndicated Segments Readily Available

Top Categories

Automotive

Sports & Events

Movies / TV / Streaming

Beauty & Cosmetics

Restaurants / QSR

Retail

Gaming

Politics

Influencers

audiences@affinityanswers.com

Certified for quality, transparency, and now Cookieless

Our processes and policies have been reviewed against a cookieless framework, and are validated to be futureproofed for the depreciation of third-party cookies. Whether targeting relevant audiences or completing important customer IDs and personas, a competent compilation of datasets is needed, and our Cookieless Certification badge provides necessary confidence for marketers who invest in our data and audiences.

CERTIFIED BY

Neutronian

Cookieless

Better reach through increased relevance

For over 10 years Affinity Answers has been delivering scaled audiences to more than 400 brands, agencies, and ad tech partners, making us one of the largest audience providers in the world and the preeminent provider of social data.

The key to our success is coverage. We deliver over 2,000+ syndicated audience offerings covering more than 30 industry verticals, with limitless custom audience possibilities. If you can dream it, we can deliver it - at scale.

billions of engagements

between **180MM+** people

and **40K+** brands/media entities

" The customization available with Affinity Answers is exactly what our clients are looking for. Not only will they build a custom audience, but they will provide recommendations to help us fine-tune and improve the targeting – ensuring client expectations are met without negatively impacting scale. "

— Jocelyne, Director of Sales Planning at Aki Technologies

audiences@affinityanswers.com

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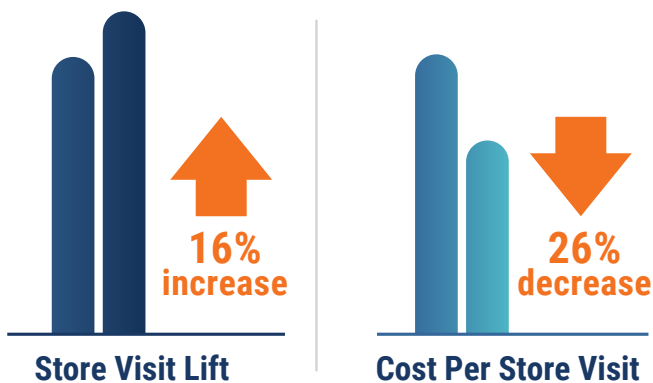
TrueAffinity Graph identified people who are willing to explore new things - across fashion, food, technology, and more - to identify Taste Explorers
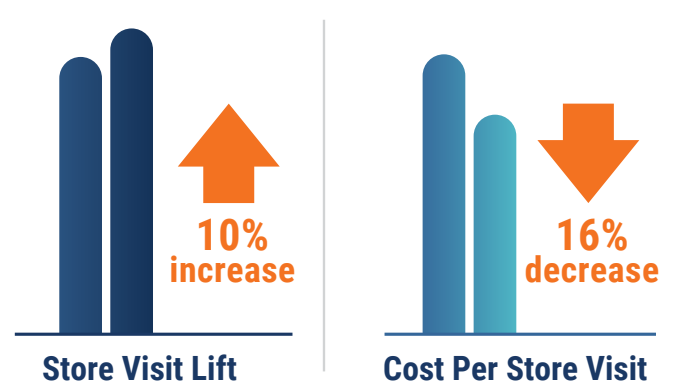
Results

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

Taste Explorers

16% increase
Store Visit Lift

26% decrease
Cost Per Store Visit

Switchers

10% increase
Store Visit Lift

16% decrease
Cost Per Store Visit

audiences@affinityanswers.com

LUCID

A **Cint** Group Company

Opportunity

Affinity Answers partnered with Lucid Audience Measurement to measure the efficacy of our audiences against the leading prior-purchase based competitor to find out whether brand-level data or prior-purchase signals were better predictors of future purchase intent.

Data Approach

Prior behavior means nothing if it isn't an indicator of future results. Our segments are developed go beyond past purchase and current in-market buyers to deliver the most likely new, light and lapsed purchasers of any brand to deliver the Total Relevant Reach.

Results

Affinity Answers' segments were able to identify a user's future purchase intent **55% higher on average** than the leading prior-purchase based provider.

55%
higher
future purchase intent

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