



# ONLINE BEHAVIORAL DATA VERIFIED BY SOCIAL ENGAGEMENT



Affinity Answers combines rich online behavioral signals with the largest collection of social engagement data to create audiences proven to outperform purchase data by 55%. We capture consumer interactions with the brands they love across Facebook, X, Reddit, Instagram, and TikTok—including hashtags—and verify those signals against real online behavior across browsing, e-commerce, search, and mobile. **We call it Affinity Verified Data.**

Online behavioral data is one of the richest consumer sets in the world. But it is also faulty. Because measuring true interest and intent cannot come from a single search.

Issues with Online Behavioral and Search Data:

- Browsing just for fun
- Search for something for work
- IMDB an actress you see on TV
- Buying something for a friend

We collect consumer engagement data between real people and the brands they love from Facebook, X, Reddit, Instagram, and TikTok (including hashtags) and use it to verify online behavioral intent and interest as collected through browsing, ecomm, search, and mobile.

## BENEFITS



### TESTED TO OUTPERFORM

Proven to outperform purchase data by more than 55%, as purchase intent is a better indicator of future purchase behavior.



### ACTIVATE ANYWHERE

If you can imagine it, we can build it, fast. Delivered in 7-10 days.



### CERTIFIED AND FUTUREPROOF

Independently certified for quality, transparency, privacy, and Cookieless. Activate on any current or alternative IDs.

# 60+

## INDUSTRY VERTICALS

2000+ Syndicated Segments Readily Available

## TOP VERTICALS

- Automotive
- Sports & Events
- Movies / TV / Streaming
- Beauty & Cosmetics
- Restaurants / QSR
- Retail
- Gaming
- Politics
- Influencers
- Travel





## ELECTRONICS

Top Global Gaming company uses Affinity Verified Data to conquest competitors and better understand those willing to switch during the holiday buying season.

**10%**  
LIFT IN  
PURCHASE INTENT



## FOOD AND BEVERAGE

Top Global Food and Beverage company used Affinity Verified Data to match each audience to each creative effort.

**48%**  
INCREASED CTR



## QSR

Top US QSR uses Affinity Verified Data to conquest competitors and understand new audiences for penetration.

**16%**  
INCREASE IN  
STORE VISITS



## CPG

Top Global Beauty and Cosmetics producer uses Affinity Verified Data to strengthen their partnerships, sponsorships and endorsement dollars.

**70%**  
INCREASE IN  
VIDEO COMPLETION RATE



## PURCHASE INTENT DATA

Leading Audience Measurement company Cint confirms that Affinity Verified Data outperforms past purchase data across key industry verticals.

**55%**  
INCREASE IN FUTURE  
PURCHASE INTENT

# PRE-BUILT PERSONAS FOR ENRICHMENT AND ACTIVATION

Affinity Verified Data has 34 of the most popular personas prebuilt and ready for your teams to overlay, enrich or activate. Instantly build customer sets through the over indexing of the most common targetable behaviors.



THE FASHIONISTA  
THE TRAVEL ENTHUSIAST  
THE CURIOUS STUDENT  
THE FOODIE  
THE GAMER  
THE MUSIC LOVER  
THE BOOKWORM  
THE OUTDOOR ENTHUSIAST  
THE ARTS & CRAFTER  
THE SPORTS FANATIC  
THE MOVIE BUFF  
THE PET LOVER  
THE ART AFICIONADO  
THE BUSY PROFESSIONAL  
THE YOUNG MILLENNIAL  
THE NEW PARENT  
THE RETIREE  
THE FITNESS ENTHUSIAST  
THE TECH GURU  
THE ECO-CONSCIOUS CONSUMER  
THE SAVVY SHOPPER  
THE EXTREME SPORTS THRILLSEEKER  
THE WINE CONNOISSEUR  
THE CAR FANATIC  
THE HOME CHEF  
THE ENTREPRENEUR  
THE FINANCIAL GURU  
THE PHILANTHROPIST  
THE DIY HOME IMPROVER  
THE HOBBYIST COLLECTOR  
THE CRAFT BEER ENTHUSIAST  
THE GREEN THUMB  
THE SCIENCE GEEK  
THE FAMILY ROCK  
THE HIPSTER  
THE HOMEBODY  
THE NIGHT LIFE REVELLER

Our seamless approach can create unique or hard to find audiences that can scale to achieve any objective. By combining the richest engagements between people and everything they love, we are able to understand people at a persona level. That includes who is most likely to stay loyal and who is most likely to switch.

## CUSTOM DATA REQUEST PROCESS

### REQUEST



Client reaches out to [audiences@affinityanswers.com](mailto:audiences@affinityanswers.com) with a RFP including the following information:

- Target Audience(s)
- Flight dates
- Geo
- Channels for activation
- Budget (if available)

### RECEIVE



Client will receive Affinity Answers audience recommendations within 1-2 business days including:

- Targeting criteria
- Estimated Reach
- CPM

### APPROVE



Client approves Affinity Answers recommendations and provides necessary information for activation:

- Platform that will be used (DV360, TTD, etc)
- Seat ID

### ACTIVATE



Affinity Answers begins custom data collection and pushes audiences to specified Seat ID within 7-10 business days.

## EXAMPLE AUDIENCES

### COMPETITIVE CONQUEST

COMPETITORS OF USAA

Target customers engaging with:

- Chase
- Bank of America
- Wells Fargo
- Truist
- US Bank
- Citigroup
- PNC

### PSYCHOGRAPHICS

AFRICAN AMERICAN INFLUENCERS

Target customers engaging with:

- Jay Versace
- Quinta Brunson
- King Bach
- KevOnStage
- Tabitha Brown
- Rickey Thompson

Including hashtags:

- #BlackExcellence
- #BlackCulture
- #BlackHistory
- #BlackTwitter

### PURCHASE INTENT

BACON LOVERS

Target customers engaging with:

- Oscar Mayer
- Applegate Farms
- Wright Brand Bacon
- Black Label Bacon
- D'Artagnan

Including events:

- The Bacon & Beer Classic
- International Bacon Day

Including hashtags:

- #bacon
- #baconlovers
- #baconcheeseburger

### POLITICS

POLITICAL NEWS CUSTOMERS

Target customers engaging with:

- The Hill
- The Washington Post
- Defense One
- Roll Call Newspaper
- WTOP
- Federal News Network
- Politico
- The New York Times
- Wall Street Journal
- NPR
- Reuters