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Affinity Verified Data by Affinity Answers powers brands and advertisers with proven audience solutions—merging rich online behavioral data with the most robust social engagement signals available, sourced from platforms like Facebook, Reddit, X, YouTube, Instagram, and TikTok (including hastags).

With over 3,000 ready-to-activate syndicated segments—and unlimited possibilities through custom audiences—marketers can reach any customer, anywhere, and at scale.

Activate across Programmatic, CTV, Social, and DOOH to fuel higher engagement, stronger conversion rates, and deeper brand affinity.



SOCIAL

01

Largest social data signal in the world - sourced from Facebook, Reddit, X, YouTube, TikTok and Instagram.

INTENT

02

Combine Online User Behavior with Social Data to deliver the best indicator of consumer purchase intent.

PERFORMANCE

03

Tested to outperform purchase data by more than 55% - better indicator of future purchase behavior.

ACTIVATION

04

All data is cookieless and can be activated across Programmatic, CTV, Social, and DOOH.

BEST AUDIENCES FOR THE TRAVEL INDUSTRY HAVE ARRIVED

In the evolving landscape where third-party cookie based campaign targeting wanes, cookieless targeting options are being sought out by brands and agencies but not all solutions are equal when it comes to their effectiveness.

Affinity Answers wanted to prove that their investments in data quality for their cookieless audience development ultimately translates to stronger campaign performance.



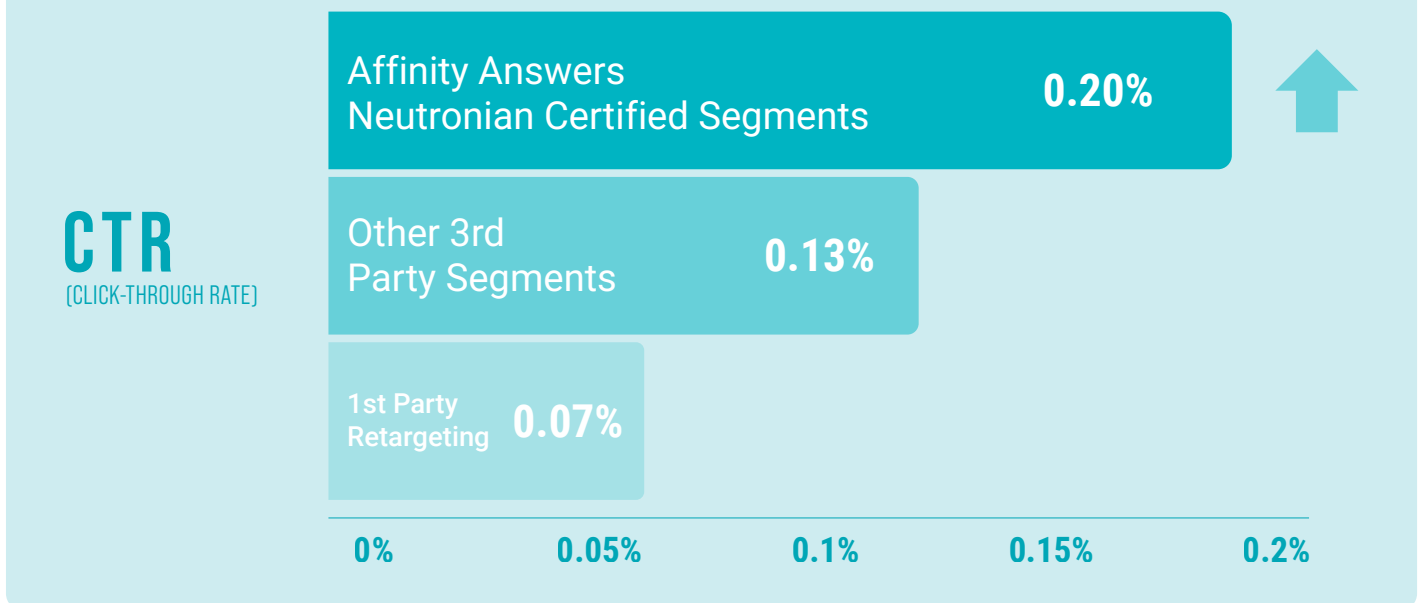
THE PROCESS

Neutronian collaborated with its buy-side partner, Causal IQ, to create a methodology enabling a direct comparison between Neutronian certified cookieless Affinity Answers segments and non-certified segments, evaluating their respective contributions to campaign performance.

- Working with Neutronian, Causal IQ selected a set of campaigns running with various audience targets for the test.
- Affinity Answers provided their segment recommendations for each campaign based on the desired audience target.
- Causal IQ set up each campaign with two different ad groups. One ad group used the Neutronian certified Affinity Answers cookieless segments for targeting and the second ad group used other non-certified third-party segments for targeting.

THE RESULTS

The data from the test showed that Neutronian certified Affinity Answers cookieless segments:



INSPIRING VISITATION TO THE 9/11 MEMORIAL THROUGH A MESSAGE OF HOPE

In March of 2020, COVID sent everybody indoors for sustained periods of time. Nowhere in the country was hit harder than NYC. The memorial and museum were closed indefinitely and the impact stymied their ability to continue to expand.

Using the TrueAffinity® Social Graph, Affinity Answers created composite segments of users who have engaged with New York tourist travel brands and sites like The Metropolitan Museum of Art, American Museum of Natural History, The MoMA, among others. Identifying those most likely to visit museums and other tourist and travel attractions was the key to driving visitation back to the 9/11 Memorial and Museum.



RESULTS

3X

CONVERSION RATE

(Compared to Other Data Providers)

50%

LOWER CPC

(Compared to Other Data Providers)

"Affinity Answers data produced 3x more conversions than other data vendors at a CPC that is 50% lower. Affinity Answers delivered reach and the most relevant audience for our campaign."

Patrick Kerley - Team Subject Matter

AFFINITY ANSWERS FINDS LUCID'S NEXT CUSTOMER



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 to 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.

DRIVING

AWKWAFINA TO #1

Using TrueAffinity® Data Graph, Comedy Central was able to construct a comprehensive media plan based on the behavioral data of close fans and viewers. By reviewing and discovering potential opportunities through social engagement data compiled from all social networks, the network achieved insights into fans of Comedy Central programming as well as similar series.



PREMIERE VIEWERSHIPS COMPARED

SOURCES: COMEDY CENTRAL, DEADLINE

303K

THE OTHER TWO

489K

AWKWAFINA
IS NORA FROM QUEENS

256K

SOUTH SIDE

The premiere episode of Awkwafina Is Nora From Queens became the highest-rated season one premiere in three years for Comedy Central and delivered increases across their key demographics. Viewership remained ongoing, with audiences increasing through the season.

DRIVING INCREASED VCR IN THE GROCERY AISLE

In the evolving landscape where third-party cookie based campaign targeting wanes, cookieless targeting options are being sought out by brands and agencies but not all solutions are equal when it comes to their effectiveness.

Affinity Answers wanted to prove that their investments in data quality for their cookieless audience development ultimately translates to stronger campaign performance.



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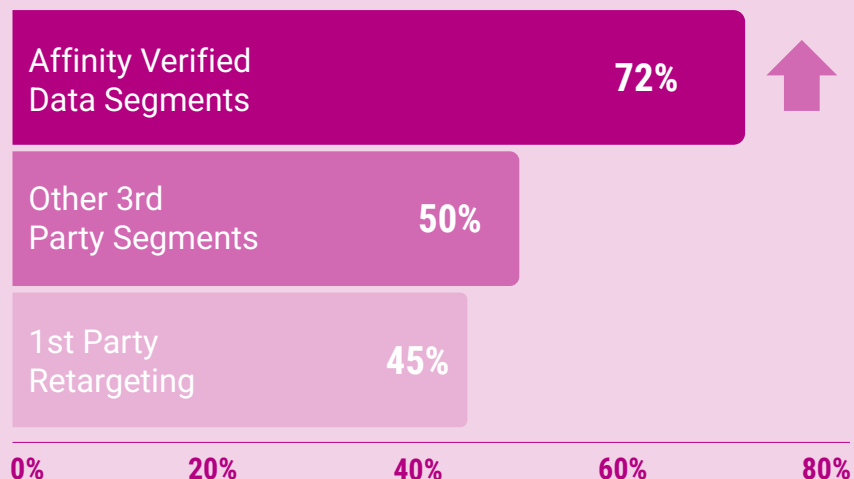
- With Neutronian, Causal IQ selected a set of campaigns running with various audience targets for the test.
- Affinity Answers provided their segment recommendations for each campaign based on the desired audience target.
- Causal IQ set up each campaign with two different ad groups. One ad group used the Neutronian certified Affinity Answers cookieless segments for targeting and the second ad group used other non-certified third-party segments for targeting.
- Campaign performance was analyzed at the end of the test period by Causal IQ and Neutronian.

THE RESULTS

The data from the test showed that Neutronian certified Affinity Answers cookieless segments:

VCR

(VIDEO COMPLETION RATE)



AFFINITY ANSWERS ELEVATES COVERGIRL® WITH KATY PERRY

Using the TrueAffinity® Social graph to activate a pop star's social engagers, a cosmetics brand was able to boost Audio/Video on Video Completion Rates (VCR).

CoverGirl® wanted to increase it's relevance by partnering with a major pop star - Katy Perry. They knew there was an overlap in shared interest between the Katy and Covergirl, but they didn't know how to most effectively activate. Affinity Answers produced segments that identified overlapping fans of the pop star and the brand.

The impact on a major campaign KPI – the VCR rate – was enormous: the pop star segment achieved 70% vs. the 40% cosmetic category average.



VCR RATES



In addition, the Katie Perry fans were now twice as likely to engage with the CoverGirl on social than they were before the campaign began. In six short weeks, the pop star became the #1 music artist among the cosmetic brand's social engagers.

INDEPENDENT STUDY CONFIRMS VALUE OF HIGH-AFFINITY

Independent data analysis firm Neutronian conducted a study to identify the value of customers based on affinity. Affinity-based segments were matched to industry standard purchase data to understand if there was a significant lift in purchase behavior based on consumers affinity for certain products and categories. Affinity scores ranged from 1-10. Low-Affinity was 1-3. High-Affinity was 8-10. The results confirm a significant lift in purchase behavior by high-affinity purchasers vs. low-affinity purchasers. Across the beauty and cosmetics categories, high-affinity purchasers showed statistically significant increases in more money spent, more units bought, and an increase in purchase frequency.



FACIAL CARE & MAKEUP RESULTS



3.62%
more money spent

7.25%
more units bought

10.36%
increase in purchase frequency

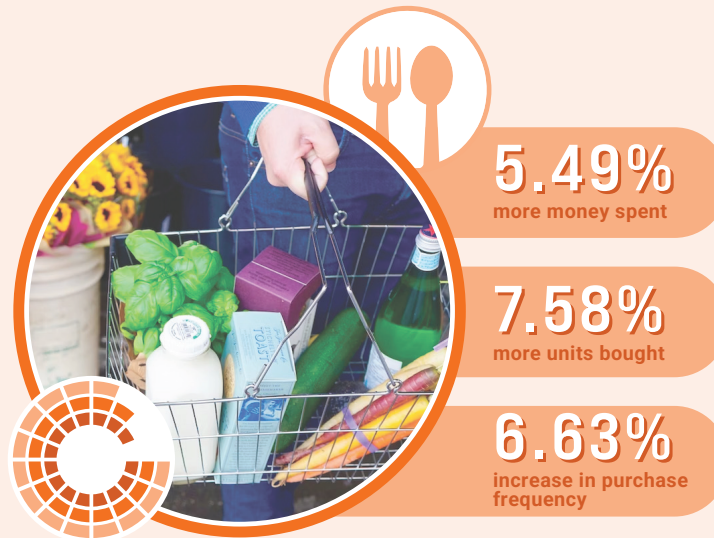
Specifically in the Beauty and Cosmetics Category, identifying consumers with the highest-affinities towards certain brands was able to increase the amount of money spent, number of units spent, and purchase frequency.

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FOOD & BEVERAGE RESULTS



Specifically in the Food & Beverage Category, identifying consumers with the highest-affinities towards certain brands was able to increase the amount of money spent, number of units spent, and purchase.

DELIVERING GAMERS AT SCALE TO A SOFT DRINK GIANT

A soft drink company wanted to increase their share with their largest growing interest-based group —gamers.

But, not all gamers are the same. Some are Hard-Core, some are Mid-Core, and some are just Light. They play different styles of games, on different platforms, on different devices, and demographically they run the spectrum.

Using our TrueAffinity® Social Graph, Affinity Answers built several custom audiences that focused on people with the highest affinities for the most popular and trending games and consoles. Through specific targeting criteria we were able to build audiences for a wide variety of planned creative and messaging to match and optimize creative impact.



KEY NOTABLE METRICS

48%

INCREASED CTR

40MM

IMPRESSIONS

18%

INCREASED VCR

By delivering specialized segments of Gamers, this soft drink giant was able to target Hard-Core and Mid-Core Gamers with specialized messaging just for them.

ECLIPSING GREAT LEARNING'S BENCHMARKS

Great Learning, a leading global detect company for professional and higher education, came to Affinity Answers with two key challenges:

1. Qualify existing leads for specific courses
2. Efficiently find new leads for specific courses

We created specific threads within our TrueAffinity® Data Graph to identify when people engaged with certain topics (i.e #artificialintelligence) across social media platforms. People who engaged with each thread were then collected and analyzed against their affinities towards digital publishers, digital magazines and all other websites. Based on this analysis, a white list of publishers was created and uploaded to GDN.



THE RESULTS WERE OUTSTANDING

	CPM	LEADS	NON-ELIGIBLE LEADS
PREVIOUS BENCHMARKS	420	2.5%	65%
AFFINITY ANSWERS CAMPAIGN	380 10% COST REDUCTION	7% 187% IMPROVEMENT	50% 23% REDUCTION

The results were outstanding. Our audience segments were able to beat all previous benchmarks, including a 187% improvement in qualified leads.

CUSTOM AUDIENCES OUTPACE LOYALTY BENCHMARKS

Social engagement is one of the richest data sources in the world, and Affinity Answers captures more than anyone else in the game, cataloging billions of engagements between 180MM people and over 40k brands, games, celebrities and media properties every month. And the world of QSR enjoys some of the highest engagement of any branded category. Whether it is through Facebook, Reddit, X, YouTube, Instagram, or TikTok, fast food fanatics connect and follow their favorite brands and celebrity endorsers for fun, food, and coupons. Affinity Answers captures these engagements and helps brands connect with those who are most likely do dine again or switch from their closest competitor.



FINDING AND DRIVING NEW USERS FOR DUNKIN'

Dunkin' asked Affinity Answers to Identify switchers and potential new buyers based on certain taste profiles based on the upcoming launch of new offerings.

For Switchers, Affinity Answers used their TrueAffinity® Social Graph to identify the highest affinity and intent towards local/regional competition AND Dunkin'. These behaviors showed shared intent and thus would be the best group to target to drive one more Dunkin' occasion.

For Taste Explorers, Affinity Answers used their TrueAffinity® Social Graph to identify people who are willing to explore new things. With access to social engagement across more than 40k brands and entertainment properties, Affinity Answers was able to highlight branded engagement across fashion, food, technology, and more.



It was a resounding success. Based on internal measurement from Dunkin', Affinity Answers' audiences were able to increase sales while decreasing cost per acquisition.



CONQUEST AUDIENCES STEAL SHARE DURING CHRISTMAS TIME

During the Holiday season, a top gaming console wanted to do everything it could to steal market share from it's main competitor—PLAYSTATION.

Affinity Answers created a segment to target people already engaging with Playstation with proven future purchase intent. A campaign was put in market by the gaming console company to switch loyalties and steal share.

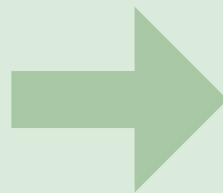
After the campaign concluded, a brand study was conducted by Nielsen Vizu with one question: how likely are you to purchase Brand X gaming console in the next 3 months?



RESULTS



PlayStation®



+10%

LIFT IN PURCHASE INTENT

The results were incredible: those reached by the Affinity Answers audience were more than 10% more likely to purchase the gaming console in the next three months. A full conquest campaign followed and the console recorded record sales for the quarter.