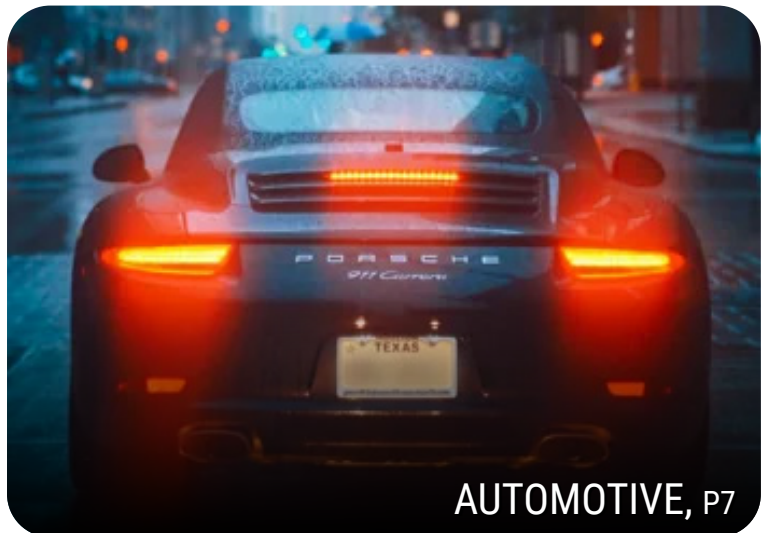


Use Cases

Execute across any vertical with precision and scale

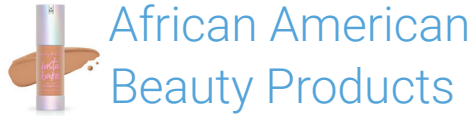


Tap into the Cultural Moments that Define Us



Affinity Verified Data taps into the cultural moments and brand interactions that define us online. Our behavior online shows so much about who we are. The things we buy, follow, read (and even the languages we read them in) create a blueprint to our individuality. Affinity Verified Data captures real-time consumer engagement across Facebook, Reddit, X, YouTube, Instagram, and TikTok—verifying interests and intent through browsing, ecomm, search, and mobile activity. Through behavior we can understand cultural connections that drive action.

Use Cases



Example - Target individuals who actively engage with African American skin and body care focused brands such as Milk and Melts, Tree Hut, Native, and ShaeMoisture, African American beauty and cultural influencers such as Jackie Aina (Makeup Game On Point), Alissa Ashley, Makeupshayla, ItsMyRayeRaye, and Whitney White (Naptural85), as well as hashtags #BlackBeauty, #InclusiveBeauty, #BlackSkinCare, and #BlackHairCare.



Example - Target individuals who actively engage with AAPI Food Influencers such as Maangchi, Doobydobap, The Korean Vegan, Eric Kim, Seonkyoung Longest, Milktpapi, Twaydabae, FeedThePudge, Joedy Tran, The Blog of Salt, Jon Kung, Feed MeiMei, Foodwithsoy, Kimono Mom, Priya Krishna, BrownGirlVegan, BenjimanTV, Gidsgids, Subtle Asian Baking, Tiffy Cooks, and more.

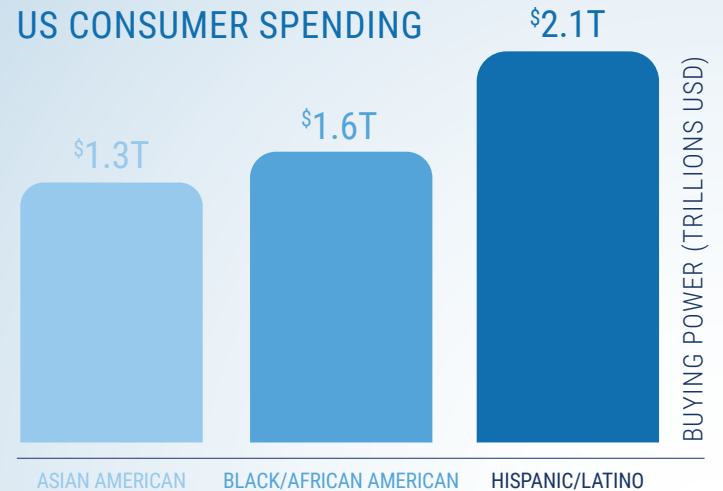


Example - Target individuals who actively engage with in-language shows, organizations and publications like Telemundo, La Maquina, Le Casa de Papel, People En Espanol, Voto Latino, Despierta América, Mundo NFL, New York Times en Espanol, La Opinion, El Diario, and Univision.

Multicultural Trends

Increased Diversity in US Consumer Spending

As Hispanic, Black, Asian, and other diverse communities continue to grow in size and influence, their cultural preferences, brand loyalties, and digital behaviors are reshaping the marketplace.



Available Segments

- Affinity Answers > Intent > Food & Beverage > Hispanic Foods
- Affinity Answers > Interest > TV > Telemundo
- Affinity Answers > Interest > TV > Telemundo > Noticiero Telemundo
- Affinity Answers > Interest > TV > Univision
- Affinity Answers > Interest > TV > Univision > Despierta America
- Affinity Answers > Interest > TV > BET
- Affinity Answers > Interest > Digital > Magazines > Essence
- Affinity Answers > Interest > Digital > Magazines > Ebony
- Affinity Answers > Interest > Digital > Magazines > Black Enterprise

Please contact Client Success at cs@affinityanswers.com for a full list of segment options or to create custom audiences



Uncover the Beauty of Behavior



Affinity Verified Data reveals the real-time signals that shape how consumers engage with beauty and cosmetics brands. From skincare tutorials on TikTok to product reviews on Reddit and brand follows on Instagram, our online behavior is a clear indicator of our interests and intent –and what we will buy next. By capturing engagement across Facebook, Reddit, X, YouTube, Instagram, and TikTok, and verifying interest through browsing, ecomm, search, and mobile activity, Affinity Verified Data helps beauty brands understand the passions, preferences, and patterns that drive conversions. Because when it comes to beauty, behavior speaks louder than receipts.

Use Cases



Millennials and Cosmetics

Example - Target millennials who actively engage with cosmetic brands such as Charlotte Tilbury, MAC Cosmetics, NARS, Tarte Cosmetics, Morphe, Too Faced, Huda Beauty, Milk Makeup, Urban Decay, Benefit Cosmetics, or Tower 28, as well as hashtags such as #Cosmetics, #Makeup, or SoftGlam.



Competitive Targeting with Shared Affinities

Example - Target individuals who most actively engage with everything travel. From websites to publications to influencers to hashtags. Websites like Travel + Leisure, Nat Geo Traveler, Travel Channel, and publications like Conde Nast Traveler, and influencers like Adam Berry, Jim Chapman, and Nikhil Sharma.



African American Beauty Products

Example - Target individuals who actively engage with African American skin and body care focused brands such as Milk and Melts, Tree Hut, Native, and ShaeMoisture, African American beauty and cultural influencers such as Jackie Aina (Makeup Game On Point), Alissa Ashley, Makeupshayla, ItsMyRayeRaye, and Whitney White (Naptural85), as well as hashtags #BlackBeauty, #InclusiveBeauty, #BlackSkinCare, and #BlackHairCare.

New Study

High-Affinity Shoppers Buy More Beauty Products

Independent analysis found targeting high affinity beats past purchase signals for beauty and cosmetics brands. High affinity consumers spend more, buy more often, and purchase more.

The Results



3.62%
more money spent

7.25%
more units bought

10.36%
increase in purchase frequency

Available Segments

- Affinity Answers > Brands > Beauty & Cosmetics
- Affinity Answers > Brands > Beauty & Cosmetics > Anti-Aging Skin Care
- Affinity Answers > Brands > Beauty & Cosmetics > Make-Up
- Affinity Answers > Brands > Beauty & Cosmetics > Skin Care
- Affinity Answers > Brands > Beauty & Cosmetics > CoverGirl
- Affinity Answers > Brands > Beauty & Cosmetics > Estee Lauder
- Affinity Answers > Brands > Beauty & Cosmetics > L'Oréal
- Affinity Answers > Brands > Beauty & Cosmetics > M.A.C. Cosmetics
- Affinity Answers > Brands > Beauty & Cosmetics > Revlon
- Affinity Answers > Brands > Beauty & Cosmetics > Sephora

Please contact Client Success at cs@affinityanswers.com for a full list of segment options or to create custom audiences



The Best Travel Data Has Arrived



For travel marketers looking to drive both bookings and brand loyalty, Affinity Answers delivers audiences designed to outperform. We combine the largest collection of social engagement data with the richest online behavioral signals to create Affinity Verified Data—proven to outperform traditional travel intent data by 55%. By capturing real-time interactions with thousands of travel-related brands and destinations across Facebook, Reddit, X, YouTube, Instagram, and TikTok, we verify intent through browsing, search, booking behavior, and mobile activity. The result is scalable, high-performing audience targeting rooted in what travelers actually care about—from dream destinations to last-minute getaways.

Use Cases



Conquest Cruise Audience Strategies

Example - Affinity Data is the best way to influence people currently in-market shopping different cruise lines, all at a brand level. Target shared affinities of consumers interested in Royal Caribbean AND Viking Cruise Lines, Norwegian Cruises, Disney Cruise Lines, Celebrity Cruises, and Crystal Cruises.



Finding Luxury Travel Enthusiasts

Example - Target people in the market for luxury traveling experiences by identifying the brands and the influencers they engage with the most. Brands like Ritz Carlton, The Luxury Collection, Waldorf Astoria, Four Seasons, Ritz Carlton Cruises, and influencers and publications like The Robb Report, Murad Osmond, Lauren Bullen, and Jack Morris.



Travel Enthusiasts

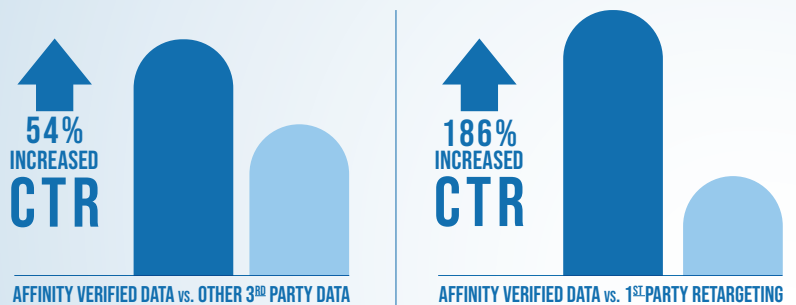
Example - Target individuals who most actively engage with everything travel. From websites to publications to influencers to hashtags. Websites like Travel + Leisure, Nat Geo Traveler, Travel Channel, and publications like Conde Nast Traveler, Wanderlust, Departures Magazine, and influencers like Adam Berry, Jim Chapman, Nikhil Sharma and more.

Outperform 3rd and 1st Party Data

Test shows massive increases in Engagement and CTR when targeted through Affinity-Based targeting.

The Results

The data from the test showed that Affinity Verified Data Segments segments:



Available Segments

- Affinity Answers - Interest - Travel Enthusiast
- Affinity Answers - Intent - Travel - Cruises
- Affinity Answers - Intent - Travel - Royal Caribbean International
- Affinity Answers - Intent - Travel - Disney Cruise Lines
- Affinity Answers - Intent - Travel - Viking River Cruises
- Affinity Answers - Intent - Travel - Celebrity Cruises
- Affinity Answers - Intent - Travel - Cruises - MSC Cruzeiros
- Affinity Answers - Intent - Travel - Cruises - Windstar Cruises
- Affinity Answers - Intent - Travel - Crystal Cruises
- Affinity Answers - Intent - Travel - Hotels & Resorts
- Affinity Answers - Intent - Travel - Airlines
- Affinity Answers - Intent - Travel - The Luxury Collection
- Affinity Answers - Intent - Travel - Travel Rewards
- Affinity Answers - Intent - Travel - Websites

Please contact Client Success at cs@affinityanswers.com for a full list of segment options or to create custom audiences.



Affinity Verified Data Outperforms in CPG



For CPG campaigns that depend on both scale and precision, Affinity Answers delivers audiences built to outperform. We combine the largest collection of social engagement data with the richest online behavioral signals to create Affinity Verified Data—proven to beat purchase data by 55%. By capturing real-time consumer interactions with thousands of brands across Facebook, Reddit, X, YouTube, Instagram, and TikTok, we verify intent through browsing, ecomm, search, and mobile activity. The result is precise, scalable targeting grounded in what consumers genuinely care about.

Use Cases



Outdoor Grilling: Grilling Influencers

Example - A grill manufacturer can identify consumers who often engage with top grilling influencers such as Brandyn Baker or Katherine Salom. By serving ads that highlight the latest grill models or limited-time recipe kits, they can capture this audience's attention right when barbecue season heats up, driving higher conversion for outdoor cooking products.



Cooking and Baking Enthusiasts

Example - Target individuals who actively engage with brands such as KitchenAid, Cuisinart, Betty Crocker, Le Creuset, Williams-Sonoma and publishers like Bon Appétit, Food Network, Cook's Illustrated, Taste of Home, Allrecipes.com and Serious Eats, and influencers such as Erwan Heussaff, Rosanna Pansino, Auntie Fee, Kalyn Nicholson, Pamela Salzman, Richie Nakano, as well as hashtags like #Cooking, #Baking, #Foodie, #BakingFromScratch, and #HomeBaking.



Food and Beverage Festivals

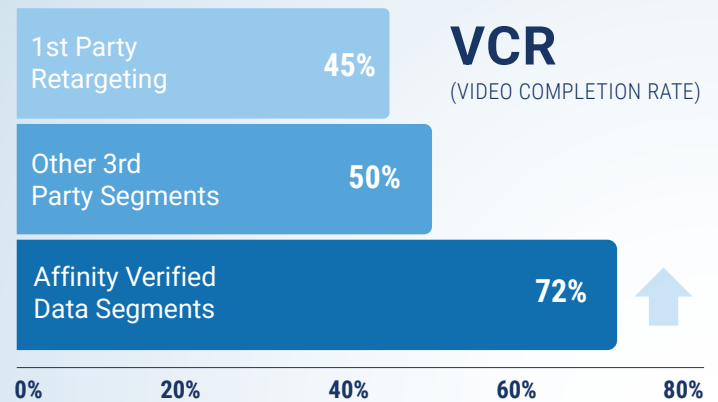
Example - Target individuals who actively engage with brands such as South Beach Wine & Food Festival, New York City Wine & Food Festival, Austin Food + Wine Festival, Taste of Chicago, Food & Wine Classic in Aspen, New Orleans Wine & Food Experience, as well as hashtags such as #WineFest, #FoodFest, #FestivalFood, #BeerTent, and #BeerFest.

Case Study

Driving Increased Engagement for the Grocery Aisle

The Results

Data testing Video Completion Rates (VCR) showed Neutronian certified Affinity Answers cookieless segments outperformed competitors.



Available Segments

- Affinity Answers > Intent > Food & Beverage
- Affinity Answers > Intent > Food & Beverage > Alcoholic Beverages
- Affinity Answers > Intent > Food & Beverage > Baked Goods & Baking
- Affinity Answers > Intent > Food & Beverage > Candy
- Affinity Answers > Intent > Food & Beverage > Coffee
- Affinity Answers > Intent > Food & Beverage > Energy Drinks
- Affinity Answers > Intent > Food & Beverage > Hispanic Foods
- Affinity Answers > Intent > Food & Beverage > Snacks
- Affinity Answers > Intent > Food & Beverage > Soft Drinks
- Affinity Answers > Intent > Food & Beverage > Water

Please contact Client Success at cs@affinityanswers.com for a full list of segment options or to create custom audiences



Leveling Up

Audience Targeting



For gaming brands looking to fuel both console and game-title acquisition, Affinity Answers delivers audiences built to outperform. Affinity data identifies actual players by capturing real-time interactions with thousands of gaming titles, consoles, streamers, and esports brands across Facebook, Reddit, X, YouTube, Instagram, and TikTok. Affinity Verified data identifies interest and intent through browsing, game and console engagement, digital purchases, and mobile activity. The result is precise, scalable audience targeting rooted in what gamers actually care about—from AAA releases to indie gems and everything in between.

Use Cases



Create Audiences at any Level

Example - Affinity Data identifies gamer interest at every level. Game Makers like Amazon Games, EA and Blizzard Games; Game Franchise or Titles like Call of Duty, EA sports FIFA, Final Fantasy; Consoles like Playstation, X-Box, ASUS; Genres like Horror Games, MMORPG, and Arcade games.



Playstation Supported Titles

Example - Target individuals who actively engage with games such as SIFU, Kena, Deathloop, Final Fantasy, Resident Evil, Astro Bot, Elden Ring: Shadow of the Erdtree, Dragon Age, God of War, Marvel's Spider-Man, Horizon Forbidden West, The Last Of Us, Gran Turismo, Stellar Blade, Returnal, Demon's Souls, Sackboy: A Big Adventure, Death Stranding, Rise of Ronin, Project Eve.



Drive Interest for WWE 2K

Example - Target individuals who actively engage with WWE, UFC, Bellator MMA, Professional Fighters League, One Championship, Top Rank Boxing, Matchroom Boxing, Tapout, Mortal Kombat, Street Fighter, Tekken, EA Sports UFC, WWE 2K, Injustice, and Soulcalibur.

Case Study

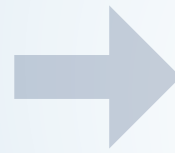
Conquest Audiences Steal Share

The Results

Test shows Affinity-based conquest audiences were able to significantly influence purchase intent during key holiday time-period.



PlayStation®



+10%

LIFT IN PURCHASE INTENT

Available Segments

- Affinity Answers - Intent - Video Games (Gaming)
- Affinity Answers - Intent - Video Gaming - Amazon Games
- Affinity Answers - Intent - Video Gaming - Minecraft
- Affinity Answers - Intent - Video Gaming - PC Gaming
- Affinity Answers - Intent - Video Games (Gaming) - Electronic Arts
- Affinity Answers - Intent - Video Games (Gaming) - Blizzard Entertainment
- Affinity Answers - Intent - Video Games (Gaming) - 2K Games
- Affinity Answers - Intent - Video Games (Gaming) - Assassin's Creed
- Affinity Answers - Intent - Video Games (Gaming) - Call of Duty
- Affinity Answers - Intent - Video Games (Gaming) - EA Sports FIFA
- Affinity Answers - Intent - Video Games (Gaming) - Final Fantasy
- Affinity Answers - Intent - Video Games (Gaming) - Legend of Zelda
- Affinity Answers - Intent - Video Games (Gaming) - Mortal Kombat
- Affinity Answers - Intent - Video Games (Gaming) - World of Warcraft
- Affinity Answers - Intent - Video Games (Gaming) - Racing Games
- Affinity Answers - Intent - Video Games (Gaming) - Shooter Games



Affinity Verified Data Drives **Automotive Campaigns**



For automotive campaigns where timing, intent, and precision are everything, Affinity Answers delivers scale. We combine the largest source of social engagement data with the richest online behavioral signals to create Affinity Verified Data—proven to outperform purchase data by 55%. By tracking real-time consumer engagement with automotive brands and content across Facebook, Reddit, X, YouTube, Instagram, and TikTok, we verify true interest through browsing, search, mobile, and ecomm behavior. The result: high-performance audiences ready to act when auto buyers are in-market or exploring.

Use Cases



In Market for an Automobile

Example - Target individuals who actively engage with the brands CarGurus, Autotrader, Cars.com, Kelley Blue Book, Edmunds.com, CarMax, and Carvana, as well as the hashtags #NewCar, #CarShopping, #CarBuyingTips, #CarLoan #LookingForANewCar, #DreamCar, #NewCarGoals, #NewCarSmell, #CarLeasing, and #TradeIn.



Electric Car Enthusiasts

Example - Target individuals who actively engage with brands and models like Tesla Motors, Tesla Model 3, BMWi, Audie e-tron, Chevrolet Bolt, and Porsche Taycan, as well as hashtags such as #ElectricVehicle, #Electric Cars, #ZeroEmissions, and #GreenDriving.



Pickup Truck Buyers

Example - Target individuals who actively engage with brands and models like Toyota Tacoma, Toyota Tundra, Nissan Titan, Ram 1500, GMC Sierra, Ford F-150, Ford F-150 Raptor, Chevrolet Silverado, Nissan Frontier, Honda Ridgeline, Chevrolet Avalanche, GMC Canyon, and Ram 2500.

Automotive Industry Trends

Leaving Past Purchase in the Past



- Automotive Brand Loyalty is at an all-time low of under 50%
- 95% of shoppers begin the car-buying process online
- Reaching the same audience across online and offline touchpoints can increase conversion rates by upwards of 65%
- Demographic and past purchase data continuously fails to understand auto buyer intent
- Online and Social Behavior continues to be the strongest identifier of Intent

Available Segments

Affinity Answers > Intent > Automotive

Affinity Answers > Intent > Automotive > Electric

Affinity Answers > Intent > Automotive > Luxury Vehicles

Affinity Answers > Intent > Automotive > Performance Vehicles

Affinity Answers > Intent > Automotive > Pickup Trucks

Affinity Answers > Intent > Automotive > Ford

Affinity Answers > Intent > Automotive > Harley

Affinity Answers > Intent > Automotive > Lexus

Affinity Answers > Intent > Automotive > Porsche

