

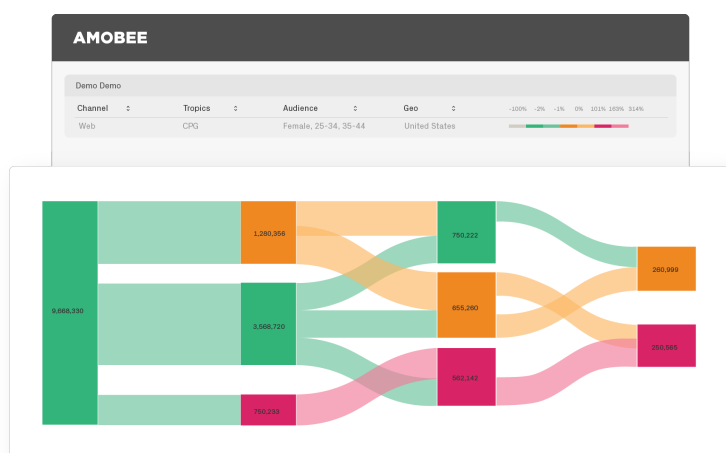
## AUDIENCE DISCOVERY & INSIGHTS

# Make better business decisions through Amobee Analytics

Evolve future strategies with reports and insights that cuts through the information clutter, giving you actionable insights on audience characteristics, consumer journey, campaign performance, and more.

### Take ownership of your data with a variety of exportable user-level analytics

Eliminate media inefficiencies, bridge offline sales with online data and take ownership of your first party data to better understand your true audience and maximise sales.



### DID YOU KNOW:

1

Amobee has a proprietary data panel of 50MM users globally to analyse consumer sentiments and consumption topics around brands.

2

Maximise reach through Amobee ID identity solution which allows advertisers to target people, not devices.

3

Understand the full consumer journey by mapping offline KPIs to online campaigns.

## AUDIENCE DISCOVERY & INSIGHTS

### Consumer Journey Analysis

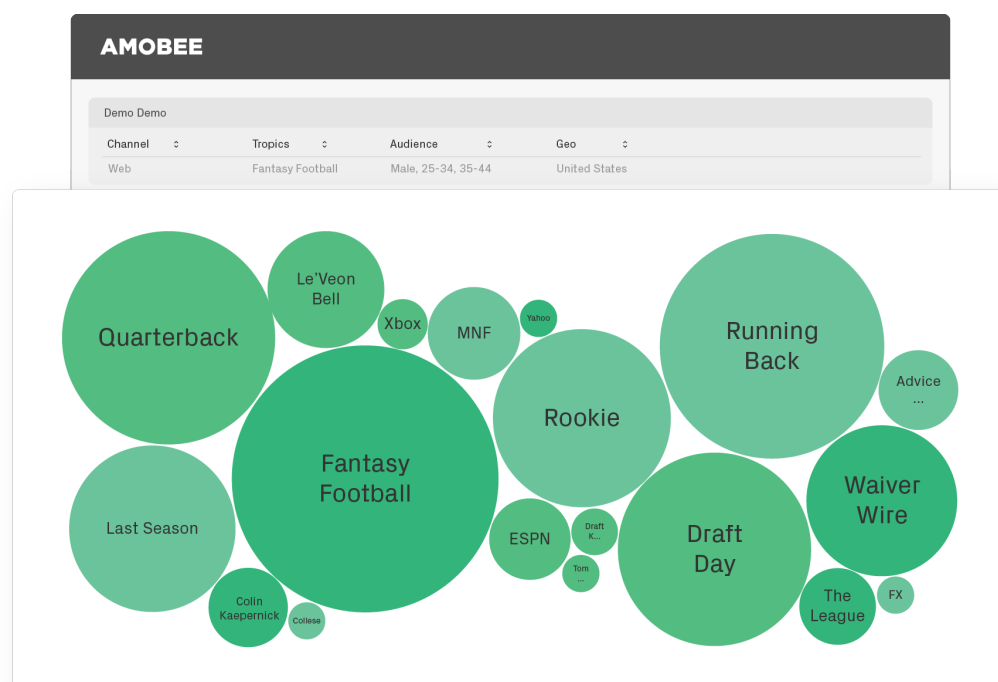
Use real-time and historical insights to understand which elements influence the path to purchase, and uncover new paths to conversion. Adjust your approach accordingly from creative strategy to budget allocation.

### Life & Incrementality

Measure the true performance of cross-channel effectiveness of each campaign. Don't ask "if it worked" - find out precisely how well it worked through accurate measurement of the lift resulted from the ad you served. Prove which audience segments provide the highest ROAS and optimize retargeting spends.

### Audience Insights

Understand what they're most interested in, when and why they engage with you and on which channels and devices they are converting the most. Armed with this knowledge, conduct future planning with confidence.



Start gathering intel,  
without a pixel.



**AMOBEE**

Get started with Amobee: [sea-marketing@amobee.com](mailto:sea-marketing@amobee.com)