AMOBEE

AMOBEE AUDIENCES

Reach the right people with definitive targeting, leveraging a rich taxonomy of telco-derived data.

Amobee's telco-derived data provide an accurate, near real-time snapshot of Singapore's consumers, uncovering a wide range of audiences through unique demographic attributes, contextual relevance, and advanced segmentation tools.

Deterministic data for confidence in reaching the right audience

Curated from trusted, verified telco sources, Amobee Audiences Singapore enables marketers to reach and influence consumers with a wide range of audiences built on reliable demographics, interest, and location data.

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DID YOU KNOW:

1

Our deterministic data source has been verified to have on-target demographic reach accuracy that is around 1.5 times that of the Nielsen Singapore benchmarks.

2

With advanced machine learning, we derive work and home locations of users based on their mobility patterns.

3

>700 Interest categories are classified based on user consumption signals and refreshed on an hourly basis.

Deterministic Demographic Targeting

Deterministic user data: Attributes are based on declared and confirmed behaviour instead of predictive modelling.

Quality Interest and Location Targeting

Quality Activation: Highly accurate due to validity of data points and sources.
Targeting Accuracy: Persistent and validated user location attributes based on user browsing behaviour and mobility pattern.

Social Integration

Audience Syndication: Maximising reach beyond display to social through audience syndication, frequency management, and activation.
Retargeting & Sequencing: Drive effective message sequencing and storytelling across display and social.

Amobee Audiences enable you to reach the right customers easily and accurately, no matter the platform.

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Get started with Amobee: sea-marketing@amobee.com