

AMOBEE SOCIAL

Bridge the gap between programmatic and social walled-garden environment

Build and syndicate standard as well as custom audience segments from Amobee Audiences and Amobee's data partners to social platforms.

Activate first and third party data across Facebook, Instagram, Twitter, Snapchat and Pinterest

Activate customised or off-the-shelf audiences based on content consumption, trending topics, and interests.



DID YOU KNOW:

1

You will have direct access to more than 100k audiences for activation on multiple Social platforms.

2

Through Amobee, you are able to activate first and third party data across major social platforms.

3

You can supplement your social targeting with Purchase Intent Data from our list of partners.

Manage exposures of your ad through sequential storytelling across different channels

Strategise and plan for an omnichannel storytelling approach to drive efficient brand recall through cross-channel audience syndication.

Holistic planning & targeting across channels

Deliver a higher net reach through reducing audience overlap between display and social by better targeting and audience suppression.

Build a holistic view of your target customer outside of their social activities

Build a complete targeting profile of your customer by including key audience attributes from our Amobee data partnerships.

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| Verified users | B2B segments | Income | High granularity | Offline data |
| Verified user information to ensure authenticity of identity | Target companies by type, size, or revenue; target employees by functional area or rank | Target people of various income levels with user-declared household income data | Dive deeper into categories to know exactly what your customers want | Use third party offline data to understand footfall, intent, and conversions |

Review your existing social strategies with Amobee Social today.