

BRAND INTELLIGENCE DATA

Solve tomorrow's data challenges right now

Let Amobee help future-proof your targeting capabilities today. Buying in today's environments such as Apple, the scale of your 1st party data can be significantly limited. As cookies continue to deprecate, Chrome will face the same challenges, making it increasingly difficult to effectively reach audiences with traditional identifiers. To maintain success for the future, you need cookieless solutions that drive both performance and scale.

Why Amobee?

Amobee's cookieless analytics and planning solution, Brand Intelligence, can effectively target and deliver results in a data deprecated future:

- Access premium cookieless data targeting to enhance campaign performance and scale
- Discover deeper audience insights, going beyond oversaturated endemic categories
- Leverage 1st party data to inform segment and contextual target design
- Instantly activate bespoke, insight-driven targeting directly in the Amobee DSP

