AMOBEE

AMOBEE DATA PORTFOLIO: BEHAVIORS

Take ultimate control of your audience targeting

Finding the proper audience targeting solution can make or break a campaign. However, even in today's saturated data marketplace, finding the perfect blend of personalization and scale while remaining on budget and on time is something that challenges every marketer. Until now.

Inline personalization

Leveraging Amobee's Brand Intelligence platform, Amobee Behaviors offers marketers the opportunity to curate custom audience targeting based on real-time insights directly in the Amobee DSP. Now all Amobee DSP users have the ability to:

- **Create custom audiences** using real-time and privacy-compliant user-level web consumption data.

- **Define your audience** by tailoring attributes derived from demographics, interests, websites and lifestyles.

- **Amplify your reach** with customizable targeting logic and access to Amobee's proprietary web panel to further define an audience based on users that have visited non-biddable sites.

- **Activate effective audience targeting** tactics that not only increases your campaign's performance, but unlike walled gardens, let's you retain the data to leverage across partners and platforms.

How it works

- **Define** audiences derived from their online behavior and the content they consume.

- **Validate** audiences based on their demographics, interests, websites, and lifestyle signals.

- **Customize** targeting logic to ensure every impression is delivered to your target audience.

- **Optimize** segments for precise accuracy or maximum scalability.

- **Activate** custom tactics that are easily accessible via the Amobee Advertising Platform for use across programmatic, social, and connected TV channels.

Contact us: solutions@amobee.com
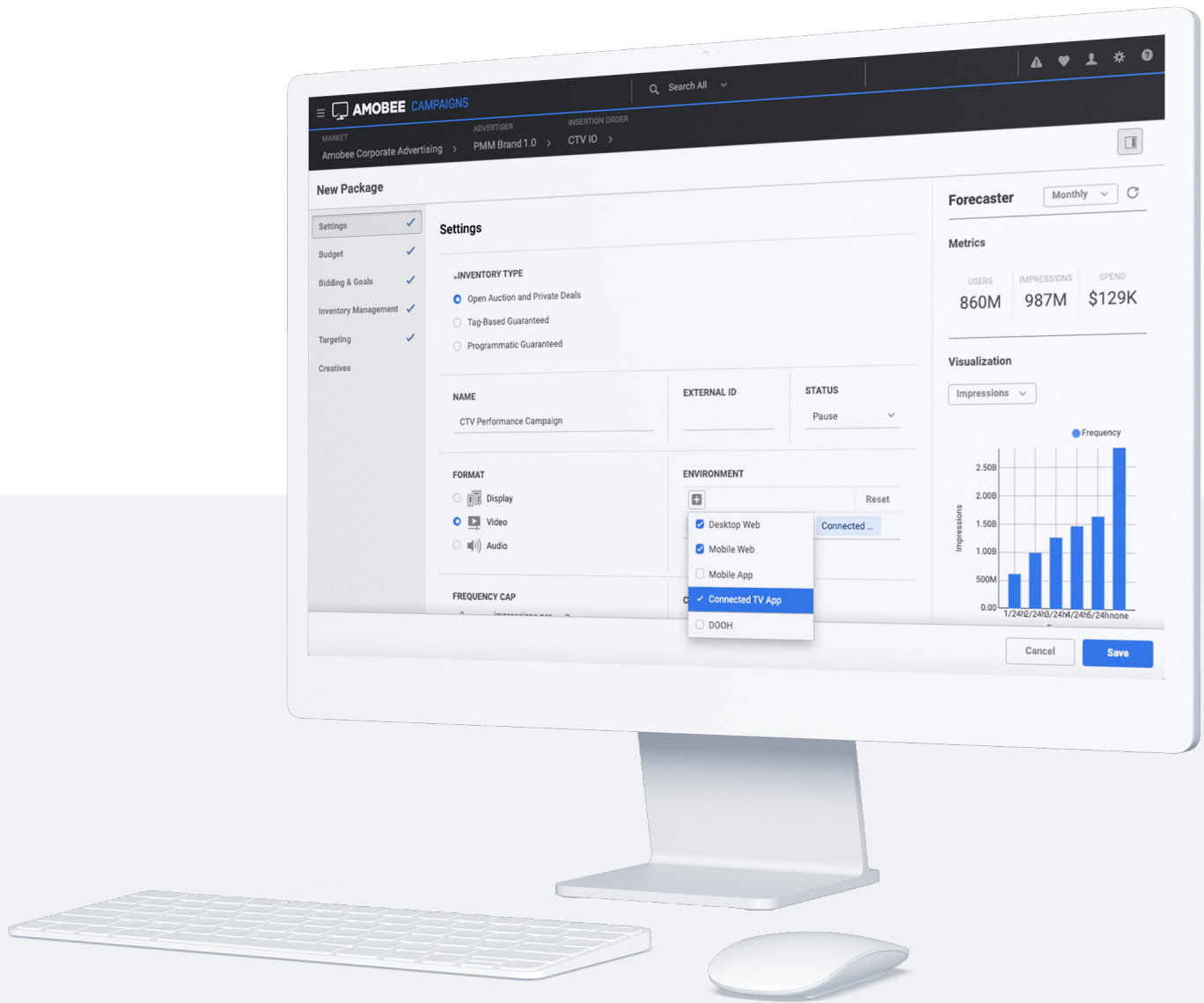
Get started now

For clients looking to extend reach and activate **Amobee Behaviors**:

- DSP users can navigate to **Audiences** in the main navigation.

- Create Amobee Audience Segment.

For more high-quality audience solutions that offer scale and performance while remaining cost-effective, check out the Amobee Data Portfolio.

Exceeded expectations

A national health and beauty brand wanted to explore new audiences for an upcoming prospecting campaign. Leveraging **Brand Intelligence** and **Amobee Behaviors**, the brand created a set of unique and custom audience segments that increased performance 3x higher than existing prospecting tactics.

3x increased performance than existing prospecting tactics

Contact us: solutions@amobee.com