

# AUDIENCE STUDIO

CREATE AND ACTIVATE GRANULAR CUSTOM AUDIENCES



## OVERVIEW

Audience creation and management can be challenging—disparate, traditional tools have constrained marketers and agencies from maximizing efficiency. Now with Audience Studio, users have full control and flexibility to create and activate custom audiences seamlessly.

## WHAT CAN YOU DO WITH STUDIO

**BUILD** custom audiences specific to any marketing campaign or initiative.

**APPLY** geographic criteria to any audience.

**ACTIVATE** any Studio created audience through our industry leading partners' platforms or in our DSP, Bartender.

## KEY BENEFITS

- Validate your audience assumptions before spending a dollar
- Reach audiences in the real world using lat/long targeting
- Experiment with different segments to find your perfect audience
- Immediately activate newly created audiences in Dstillery's DSP Bartender or your platform of choice

## TOP FEATURES

### Pixel Creator

Generate pixels to place on brand websites. Data collected from these pixels can then be used to create custom act-alike audiences in Custom Audience Creator.

### Custom Audience Creator

Easy drag and drop functionality allows users to creatively explore and combine the various audience inputs:

- First-party audiences
- Dstillery's pre-built audiences
- Device and geographic criteria

### Geo-fencing

Reach audiences in the real world and not just online. Using lat/long targeting, combine real-world insights with brand specific audiences to reach qualified consumers in geographic regions.

### Audience Activation

Once an audience is created in Custom Audience Creator, marketers can syndicate and access any of their audiences to industry leading partner platforms such as Adobe, AppNexus, LiveRamp, The Trade Desk and Tremor Video DSP or Dstillery's DSP, Bartender.