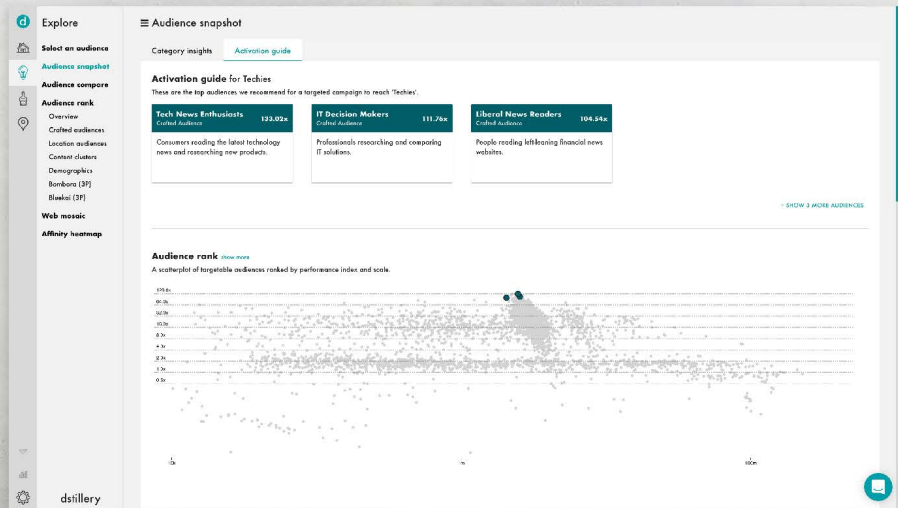


AUDIENCE STUDIO

EXPECT MORE FROM YOUR AUDIENCE STRATEGY



CUSTOMER DATA CONTINUES TO TRANSFORM MARKETING

Move past static data. Don't limit your audience strategies to broad swath demographics based on stale signals executed without insights. The smartest agencies seek out a strategy that analyzes audiences with actionable insights from time-relevant data. The winning advertisers have the technology to activate innovative audiences swiftly and flexibly. There is a better way to harness your data and discover new customers.

REIMAGINE AND STREAMLINE YOUR AUDIENCE STRATEGY WITH AUDIENCE STUDIO

FINALLY, TRUST YOUR DATA AND INSIGHTS: Dstillery's data is massive, holistic, and clean. We observe and clean 160 billion physical and digital consumer interactions daily.

POWER GROWTH AND RESULTS WITH INSIGHTS: Bespoke customer discovery is enabled by today's insights derived from synthesizing Dstillery and your advertiser's 1st party data.

HIGHER PERFORMANCE EASILY ACTIVATED: All insights become audiences ready for activation in a click.

DESIGNED BY DATA SCIENTISTS, BUILT FOR ACTION FOR YOUR ENTIRE CAMPAIGN

From pre-campaign planning to custom audiences to optimizations mid-campaign, the Audience Studio platform was designed to help you discover, create, and activate high-value audiences easily and flexibly:

- **Pre-Campaign Exploration**
Plan with category-level snapshot insights of your audience, view market composition by DMA, or dive deeper into AI-driven content affinity insights to inform messaging, geo-targeting, and media placement tactics.
- **Custom Audience Creation**
Innovate using 1st party data or use our 1,000+ behavioral attributes, physical locations, or demographics to build new custom audiences based on insights unique to your customers.
- **Mid-Campaign Optimizations**
Find scale and discover prospects based on your highest value customers to expand your performance. Don't waste another moment, click and activate insights as audiences to your platform of choice.