

# AUDIENTIVITY®

Go Beyond Pixels to Target Digital Audiences with IP-Level Precision



## Sell smarter by targeting to the most relevant audiences using AUDIENTIVITY

This unique targeting solution takes the guess work out of digital marketing to ensure your ad is delivered to the right audience. Going beyond pixel-based targeting options, with Geoscape® AUDIENTIVITY® we can connect IP, device ID and physical address to your audience's internet connected device to ensure you're bidding on your real target, so you can plan and target smarter.

### Target Through Display Ads

AUDIENTIVITY @Home does not use cookies, and that's revolutionary in today's digital advertising world.

With AUDIENTIVITY, we determine the IP address based on a physical address, which is then overlaid with demographic, cultural and behavioral data for precise digital ad targeting at the IP/router level. This type of targeting is beneficial for advertisers because it incorporates offline data; such as customer databases, modeled data, registered voter lists and direct mail data.

AUDIENTIVITY empowers brands to reach individual consumers and businesses through their internet-connected devices.

You can precisely reach your customers online with banner and display ads that are hyper-targeted to the exact audience you're looking for to minimize waste while increasing ROI, using AUDIENTIVITY.

### SOLUTION:

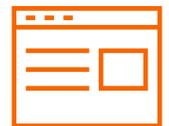
1



#### Build Captive Audiences

Know your digital footprint to deliver better engagement

2



#### Advertise To Real People

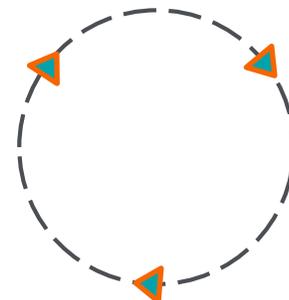
Connect IP, Device ID and Physical Address to bid on your real target audiences

3



#### Match-back Results

Physical address connection lets you match and measure ROAS



# AUDIENTIVITY® Product Suite of Capabilities



## IP-TARGETING

We convert physical addresses to IP addresses so advertisers can serve targeted digital display with surgical precision to their intended target by making the IP, modem or router the entry point.



## MATCHBACK ANALYSIS

With our IP Targeting product, we are able to provide tangible and accurate ROI by cross-referencing the target list with sales records – all without the use of UTM codes, conversion pixels, retargeting, or call tracking.



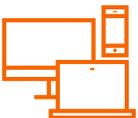
## AUDIENTIVITY @VENUE

Serve targeted digital banner ads to entire college campuses, hotels, trade shows, conventions, and other venues where masses gather via the locations IP Addresses for on-the-spot promotions.



## DIGITAL NEW MOVERS™

Target people who are moving or have just moved into their new home in almost real time. Our system refreshes twice daily and connects advertisers to consumers in hours instead of weeks.



## AUDIENTIVITY @MOBILE AND OUT-OF-HOME

Buy the audience you specify and deliver your campaign to them on out-of-home (OOH) screens or via their mobile device, then measure the impact of your ad campaign.



## MOBILE INTENDERS

Senses retail shopping traffic and enables messaging to mobile and stationary devices based on point of sale location to drive store sales.



For more information contact us at:  
**888-211-9353** or visit [www.claritas.com](http://www.claritas.com)