



Discovery

This portion will guide you into and through the Discovery tab, playing around in the sandbox, seeing an audience built and scored, and saving progress and proceeding to the Audience tab.



Customer Login

 * *

☒ Remember Me

[Forgot?](#)

Log In

No account? [Sign up.](#)

Audience Based **INSIGHTS**

Discover the difference between
personalization and individualization

[Learn More >](#)



[Contact Us](#)

[Support](#)

[Verizon Business](#)

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Customer Login

Nate Weston *

***** *

☒ Remember Me

[Forgot?](#)

Log In

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What would you find insightful?

Choose a Category



Enter a keyword...

Submit

[No thanks, I'll wing it.](#)

*Millenials are spending 13% more
on headphones than phone cases.*

[Contact Us](#)

[Support](#)

[Verizon Business](#)

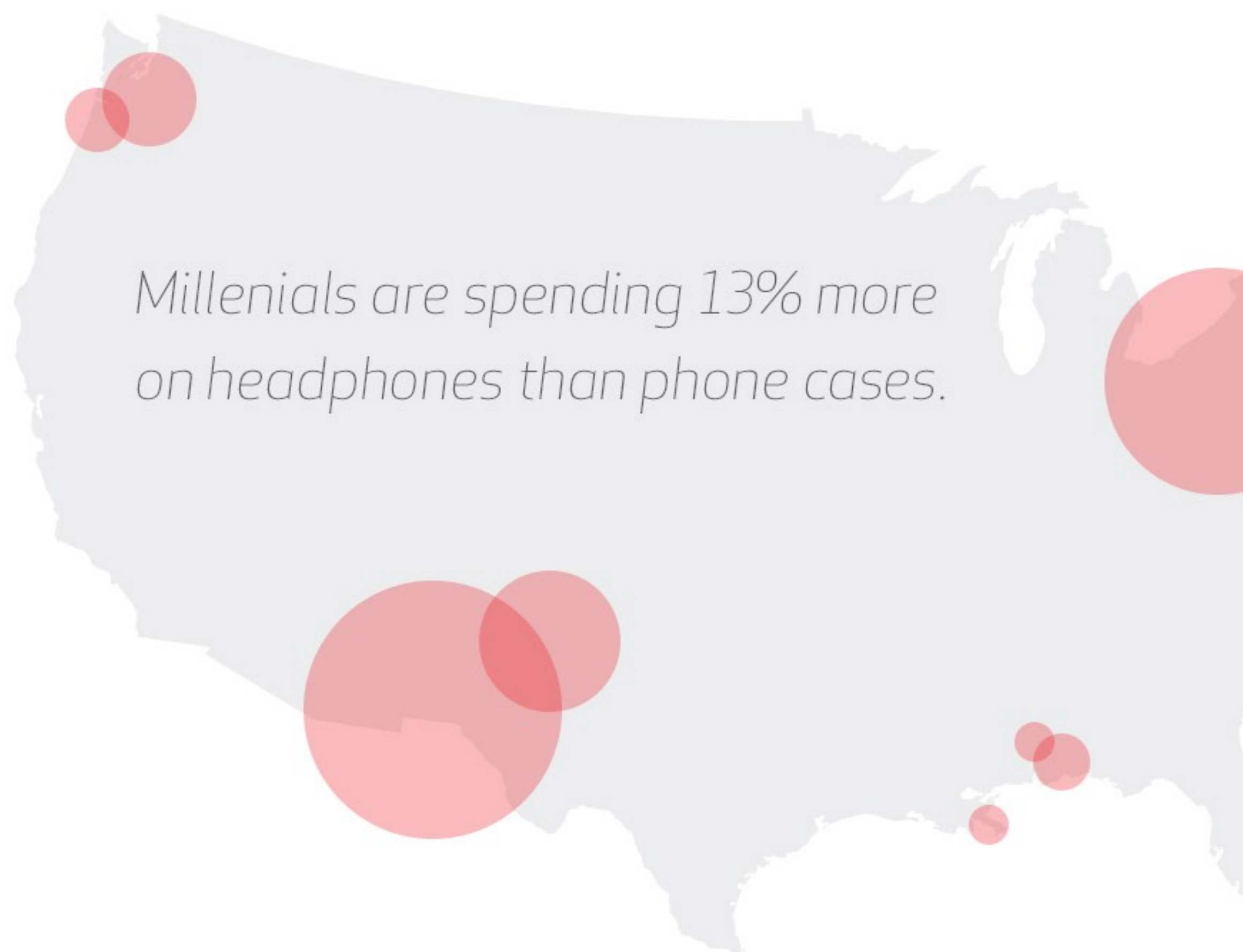
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[No thanks, I'll wing it.](#)



[Contact Us](#)

[Support](#)

[Verizon Business](#)

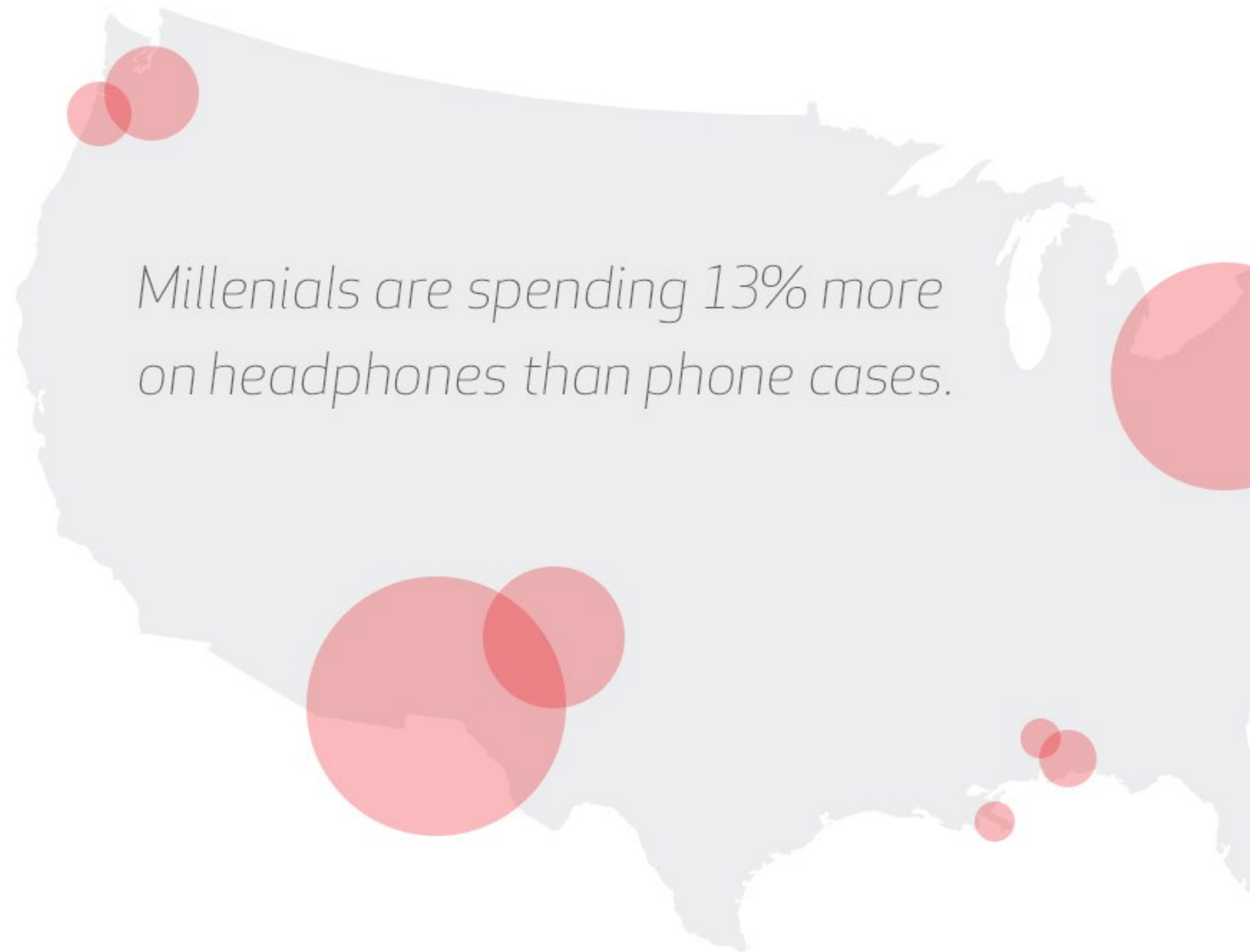
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What would you find insightful?

[No thanks, I'll wing it.](#)



[Contact Us](#)

[Support](#)

[Verizon Business](#)

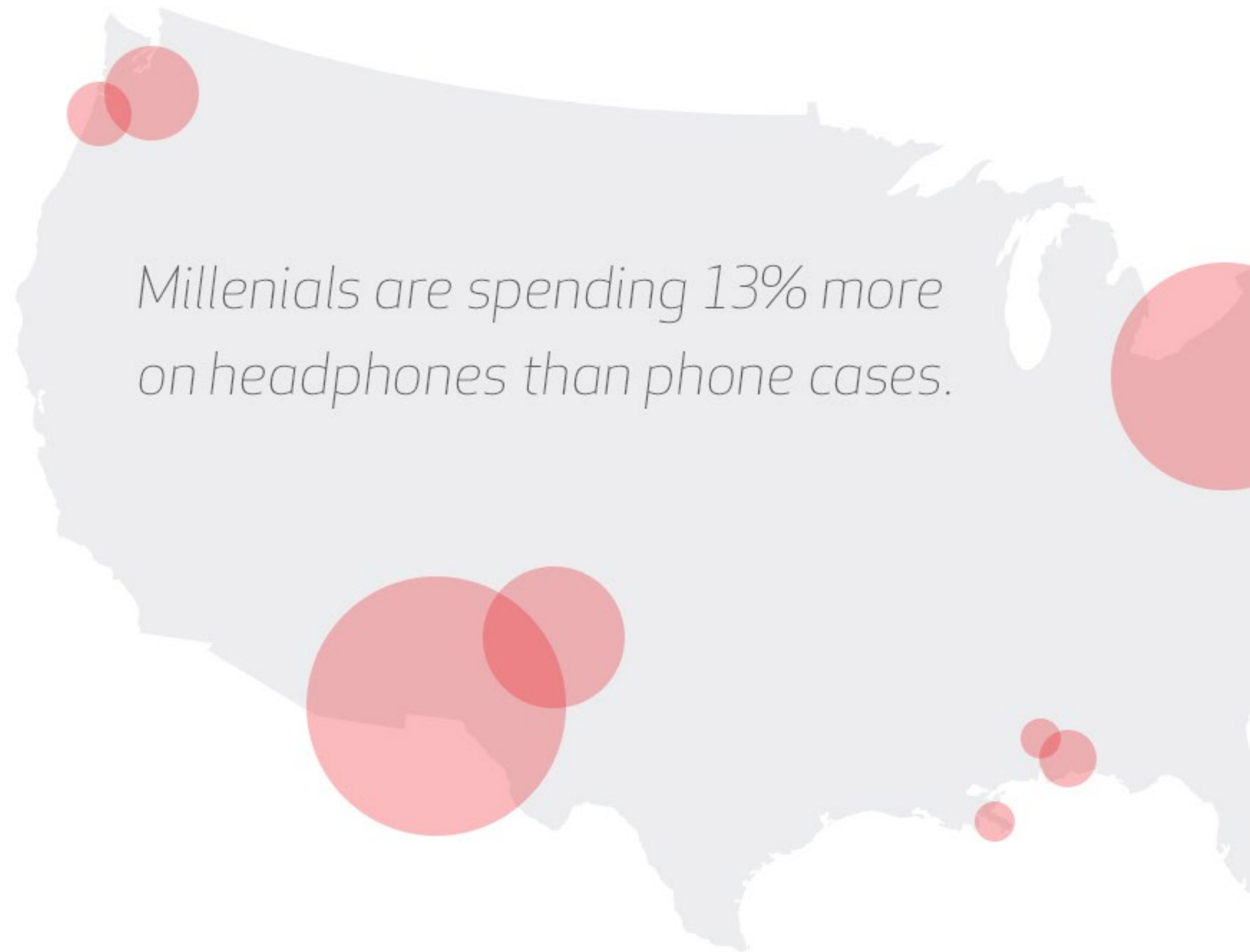
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[Support](#)

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Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 3.4M



1



Contains

Clear All

Motorcycles



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



Motorcycles >

Men, ages 18-34 >

Lives in California >

Lives in Texas >

Lives in Louisiana >

Subscribes to Fox Sports Channel

Visited rideify.com in the last 30 days

Women, ages 35-44 >

Subscribes to HBO >

Has never purchased an upgrade

Baby Boomer





Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 3.4M



1



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Motorcycles



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



Motorcycles >

Men, ages 18-34 >

Lives in Dallas

Lives in California >

Lives in Fort Worth

Lives in Texas >

Lives in Austin

Lives in Louisiana >

Lives in Houston

Subscribes to Fox Sports Channel

Lives in San Antonio

Visited rideify.com in the last 30 days

Lives in El Paso

Women, ages 35-44 >

Subscribes to HBO >

Has never purchased an upgrade

Baby Boomer





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1



Contains

Clear All

Motorcycles



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



☐ Cost

☐ Loyalty

☐ Uniqueness

☐ Likely to Purchase

View [10](#) | [20](#) | [30](#)

Motorcycles >

Men, ages 18-34 >

Lives in California >

Lives in Texas >

Lives in Louisiana >

Subscribes to Fox Sports Channel

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Has never purchased an upgrade

Baby Boomer

Lives in Dallas

Lives in Fort Worth

Lives in Austin

Lives in Houston

Lives in San Antonio

Lives in El Paso





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Motorcycles



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Motorcycles

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☒ Cost

☐ Loyalty

☐ Uniqueness

☐ Likely to Purchase

View [10](#) | [20](#) | [30](#)

Motorcycles >

Men, ages 18-34 >

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Motorcycles



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Motorcycles

reset



☒ Cost

☐ Loyalty

☐ Uniqueness

☐ Likely to Purchase

View [10](#) | [20](#) | [30](#)

Motorcycles >

Men, ages 18-34 >

Lives in Dallas

Lives in Texas >

Lives in Fort Worth

Lives in Louisiana >

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Subscribes to Fox Sports Channel >

Lives in Houston

Visited rideify.com in the last 30 days >

Lives in San Antonio

Women, ages 35-44 >

Lives in El Paso

Baby Boomer





Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 2.1M



Contains

Clear All

Motorcycles

Lives in Texas

Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



☒ Cost

☐ Loyalty

☐ Uniqueness

☐ Likely to Purchase

View [10](#) | [20](#) | [30](#)

Motorcycles >

Men, ages 18-34 >

Lives in Dallas

Lives in Texas >

Lives in Fort Worth

Lives in Louisiana >

Lives in Austin

Subscribes to Fox Sports Channel >

Lives in Houston

Visited rideify.com in the last 30 days

Lives in San Antonio

Women, ages 35-44 >

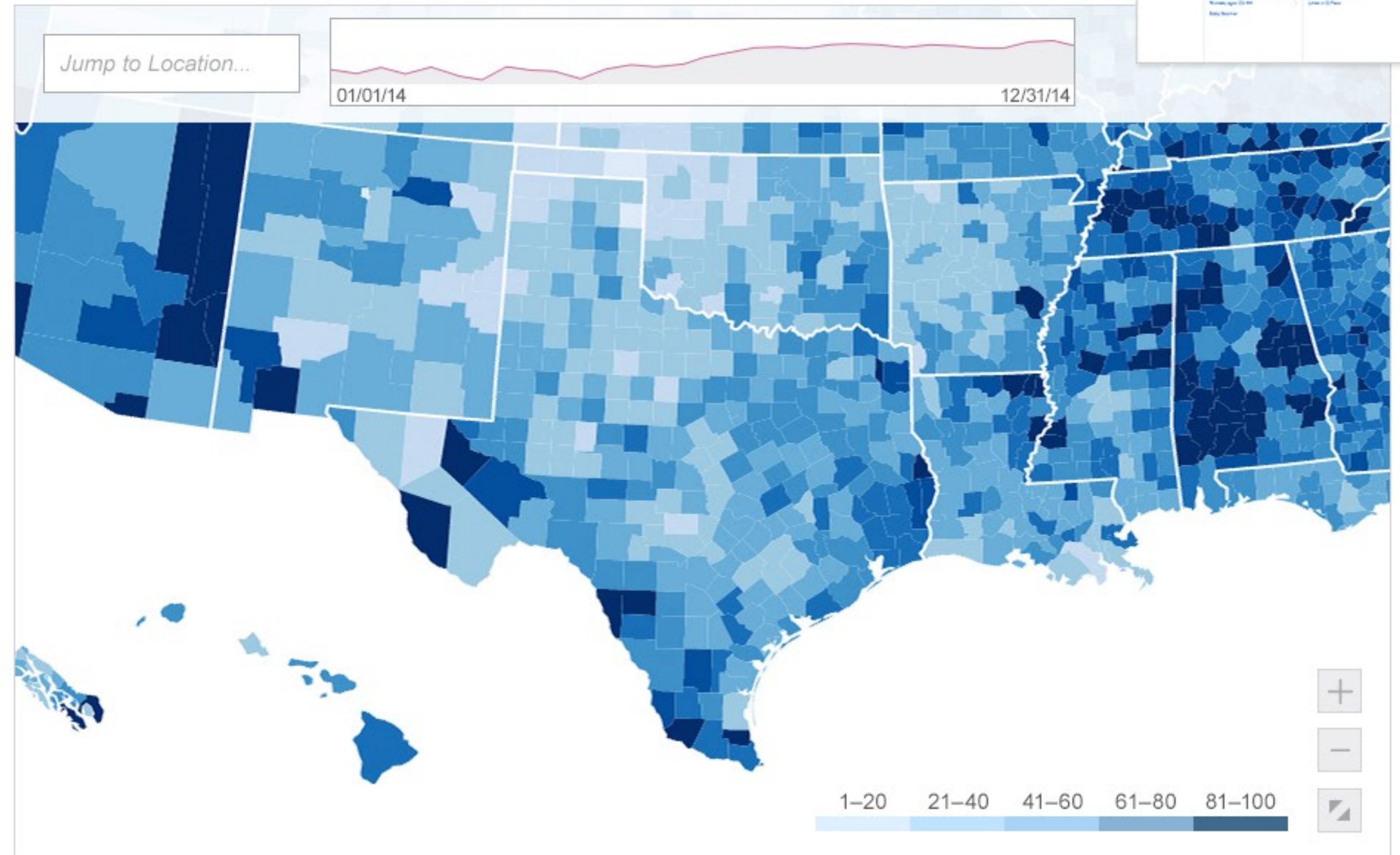
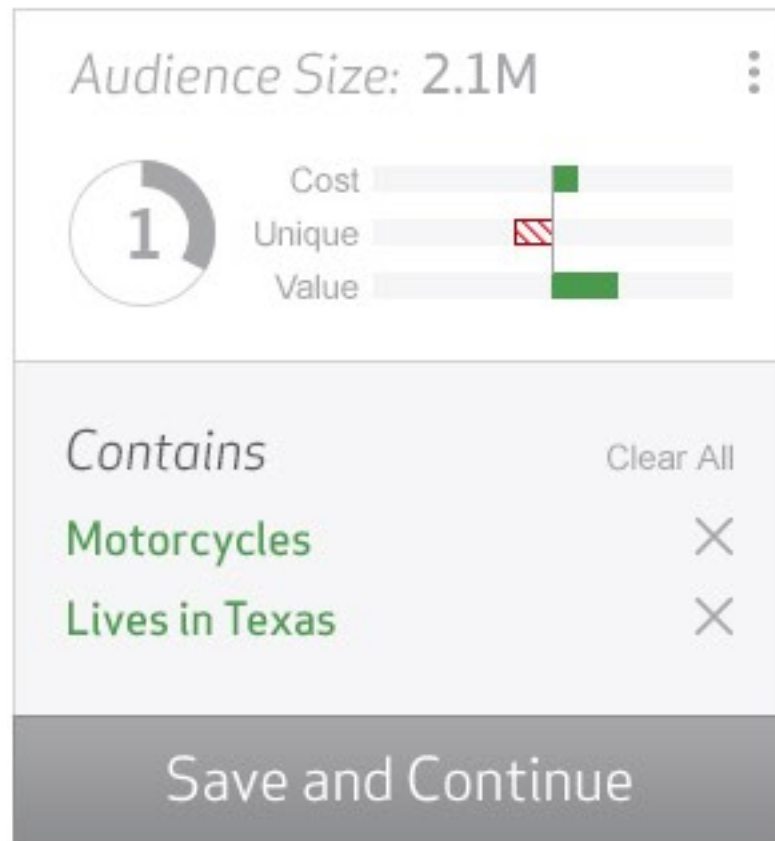
Lives in El Paso

Baby Boomer



Discovery

Learn valuable customer insights from our extensive data set.





Discovery

Learn valuable customer insights from our extensive data set.

Audience Size: 2.1M

1

Cost

Unique

Value

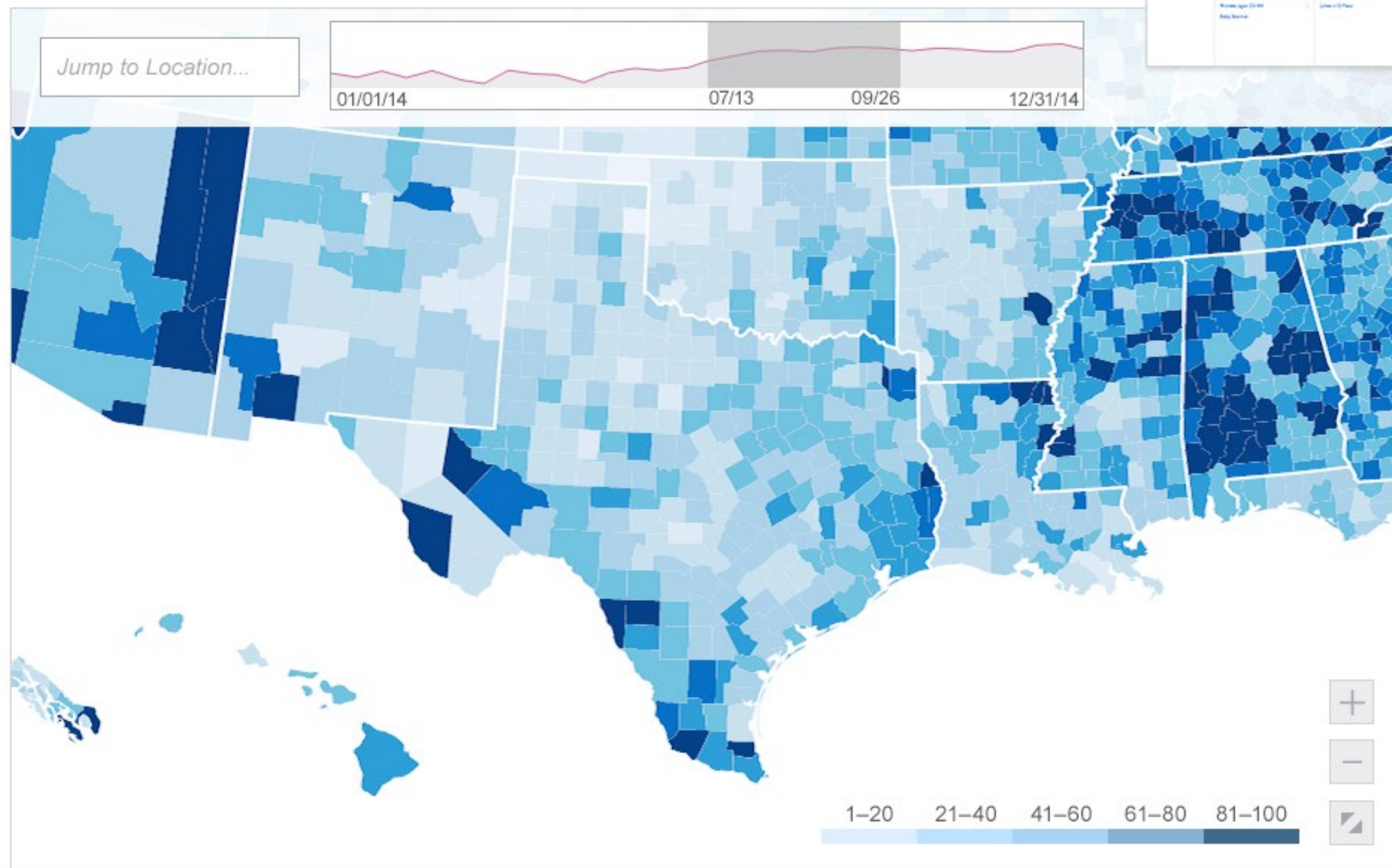
Contains

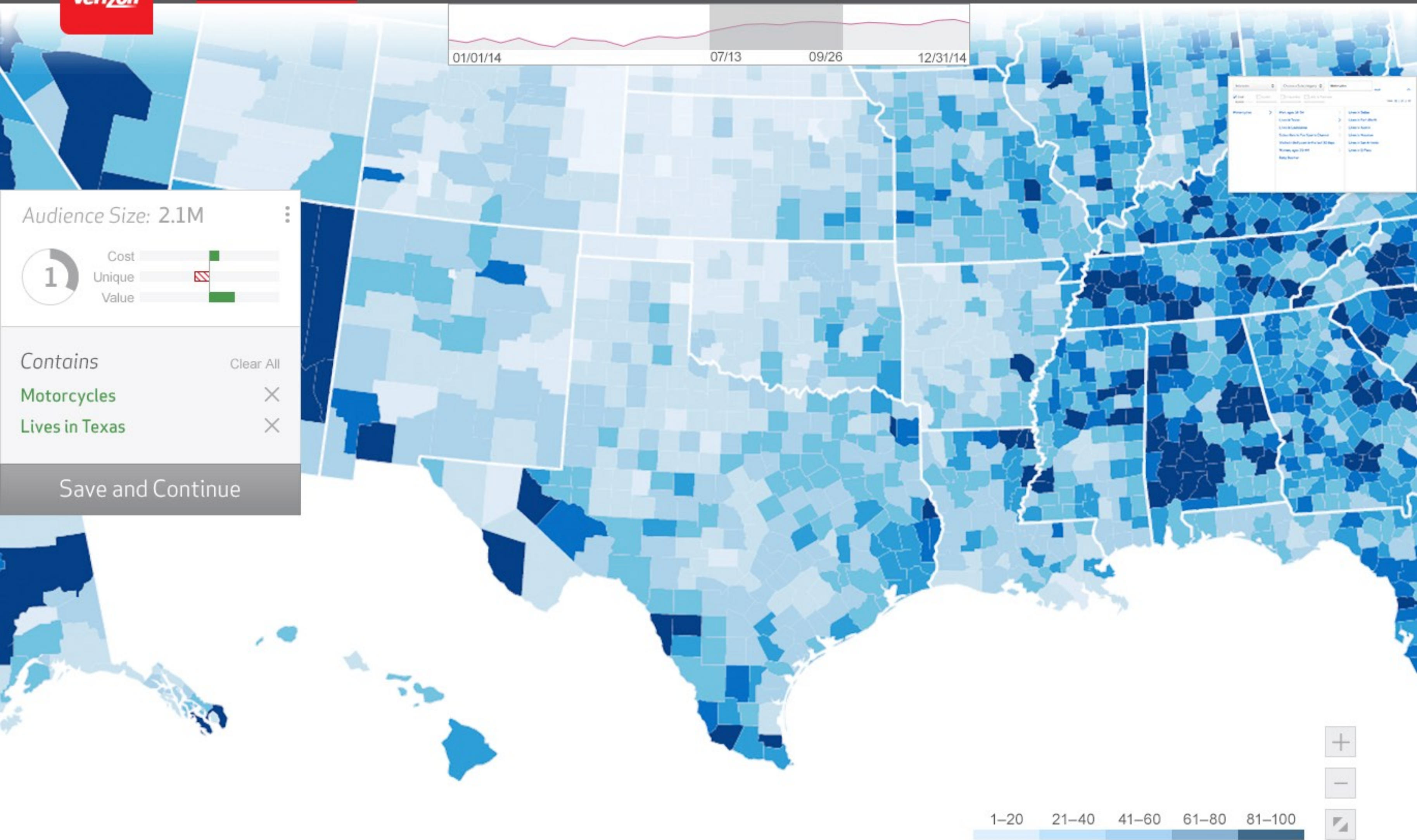
Motorcycles

Lives in Texas

Clear All

Save and Continue







Interests

Choose a Subcategory

Motorcycles

reset

☒ Cost ☐ Loyalty ☐ Uniqueness ☐ Likely to Purchase

View 10 | 20 | 30

Motorcycles



Audience Size: 2.1M



Contains

Clear All

Motorcycles



Lives in Texas



Save and Continue



Lives in Texas



Lives in Louisiana



Subscribes to Fox Sports Channel



Visited rideify.com in the last 30 days



Women, ages 35-44



Baby Boomer



Lives in Dallas



Lives in Fort Worth



Lives in Austin



Lives in Houston



Lives in San Antonio



Lives in El Paso





discovery

audience

campaign

suitcase

Welcome, Jane Smith

Interests

Choose a Subcategory

Motorcycles

reset

Motorcycles

Audience Size: 2.1M



Contains

Clear All

Motorcycles

Lives in Texas

Save and Continue

Men, ages 18-34



Lives in Texas



Lives in Louisiana



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Baby Boomer



Lives in Dallas



Lives in Fort Worth



Lives in Austin



Lives in Houston



Lives in San Antonio



Lives in El Paso





discovery

audience

campaign

suitcase

Welcome, Jane Smith

Motorcycles



Interests



Choose a Subcategory



Motorcycles

reset



Lives in Texas



Lives in Louisiana



Subscribes to Fox Sports Channel



Visited rideify.com in the last 30 days



Women, ages 35-44



Baby Boomer



Comcast



DirecTV



Verizon Communications



Time Warner Cable



Cox Communications



Dish Network



Charter Communications



AT&T



Cablevision Systems



Bright House Networks



Audience Size: 2.1M



Contains

Clear All

Motorcycles



Lives in Texas



Save and Continue



discovery

audience

campaign

suitcase

Welcome, Jane Smith

s in Louisiana
★★★★

scribes to Fox Sports Channel
★★★★

ed rideify.com in the last 30 days
★★★★

Audience Size: 2.1M



Contains

Clear All

Motorcycles



Lives in Texas



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



Comcast

★★★★★

DirecTV

★★★★★

Verizon Communications

★★★★★

Time Warner Cable

★★★★★

Cox Communications

★★★★★

Dish Network

★★★★★

Charter Communications

★★★★★

AT&T

★★★★★

Cablevision Systems

★★★★★

Bright House Networks

★★★★★

FiOS Internet

★★★★★

FiOS TV

★★★★★

High-Speed Internet

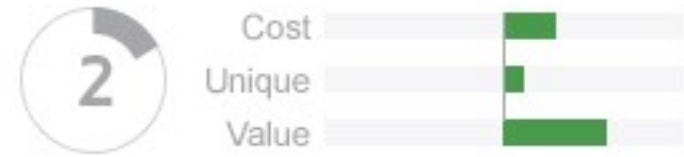
★★★★★





s in Louisiana
★★★★
scribes to Fox Sports Channel
★★★★
ed rideify.com in the last 30 days
★★★★

Audience Size: 1.6M



Contains

Clear All

- Motorcycles ×
- Lives in Texas ×
- FiOS TV ×

Save and Continue

Interests

Choose a Subcategory

Motorcycles

reset

Comcast

★★★★★

DirecTV

★★★★★

Verizon Communications

★★★★★

Time Warner Cable

★★★★★

Cox Communications

★★★★★

Dish Network

★★★★★

Charter Communications

★★★★★

AT&T

★★★★★

Cablevision Systems

★★★★★

Bright House Networks

★★★★★

FiOS Internet

★★★★★

FiOS TV

★★★★★

High-Speed Internet

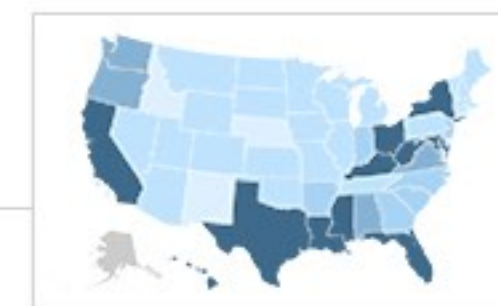
★★★★★





Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 1.6M



2



Contains

Clear All

Motorcycles



Lives in Texas



FiOS TV



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



Men, ages 18-34



Lives in Texas



Lives in Louisiana



Subscribes to Fox Sports Channel



Visited rideify.com in the last 30 days

Women, ages 35-44



Baby Boomer

Comcast



DirecTV



Verizon Communications



Time Warner Cable



Cox Communications



Dish Network



Charter Communications



AT&T



Cablevision Systems



Bright House Networks



FiOS Internet

FiOS TV

High-Speed Internet





When you're done with discovery, create an audience to view detailed data visualization and compare against other audiences. [×](#)

[Create an audience now >](#)

Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 1.6M



Contains

Clear All

Motorcycles [×](#)

Lives in Texas [×](#)

FiOS TV [×](#)

Save and Continue

Interests



Choose a Subcategory



Motorcycles

[reset](#)



Men, ages 18-34



Comcast



FiOS Internet

Lives in Texas



DirecTV



FiOS TV

Lives in Louisiana



Verizon Communications



High-Speed Internet

Subscribes to Fox Sports Channel



Time Warner Cable



Visited rideify.com in the last 30 days



Cox Communications



Women, ages 35-44



Dish Network



Baby Boomer



Charter Communications



AT&T



Cablevision Systems



Bright House Networks





Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 1.6M



Contains

Clear All

Motorcycles



Lives in Texas



FiOS TV



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



Men, ages 18-34



Comcast



FiOS Internet

Lives in Tex



Lives in Lou



Subscribes



Visited rideify.com in the last 30 days



Women, ages 35-44



Baby Boomer

Dish Network



Charter Communications



AT&T



Cablevision Systems



Bright House Networks



Save Audience



Enter audience name...





Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 1.6M



Contains

Clear All

Motorcycles



Lives in Texas



FiOS TV



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



Men, ages 18-34



Comcast



FiOS Internet

Lives in Tex



Lives in Lou



Subscribes



Visited rideify.com in the last 30 days



Women, ages 35-44



Dish Network



Baby Boomer



Charter Communications



AT&T



Cablevision Systems



Bright House Networks



Save Audience



Texas Bikers





Discovery

Learn valuable customer insights from our extensive data set.



Choose a Category



Enter a keyword...



Discovery

Learn valuable customer

Choose a category or enter a keyword to start your discovery.

ive data set.



Choose a Category



Enter a keyword...



Discovery

Learn valuable customer insights from our extensive data set.



Interests



Choose a Subcategory



Enter a keyword...

[reset](#)



- Acting >
- Bowling >
- Gardening >
- Movies >
- Music >
- Photography >
- Reading >
- Sports >
- Travel >
- Video Games >



Discovery

Learn valuable customer insights from our extensive data set.



Interests



Choose a Subcategory



Enter a keyword...

[reset](#)



- Acting >
- Bowling >
- Gardening >
- Movies >
- Music >
- Photography >
- Reading >
- Sports >
- Travel >
- Video Games >



Discovery

Learn valuable customer insights from our extensive data set.



Interests



Choose a Subcategory



Motorcycles

reset



- Acting >
- Bowling >
- Gardening >
- Movies >
- Music >
- Photography >
- Reading >
- Sports >
- Travel >
- Video Games >



Discovery

Learn valuable customer insights from our extensive data set.



Audience Size: 3.4M



Contains

Clear All

Motorcycles



Save and Continue

Interests



Choose a Subcategory



Motorcycles

reset



Motorcycles



Men, ages 18-34



Lives in California



Lives in Texas



Lives in Louisiana



Subscribes to Fox Sports Channel

Visited rideify.com in the last 30 days

Women, ages 35-44



Subscribes to HBO



Has never purchased an upgrade

Baby Boomer



Audience

This portion will demonstrate how users will continue to refine their audience, add visualization tiles, flip between data visualization and tabular data, add a comparison audience, and save and add the audience to a new campaign.



Audience

Learn more about your audience.

Click to add reference audience

Enter Criteria:

Enter text...

✓

Query Builder

Texas Bikers

Audience Size: 1.6M

2

Cost

Unique

Value

Contains

Clear All

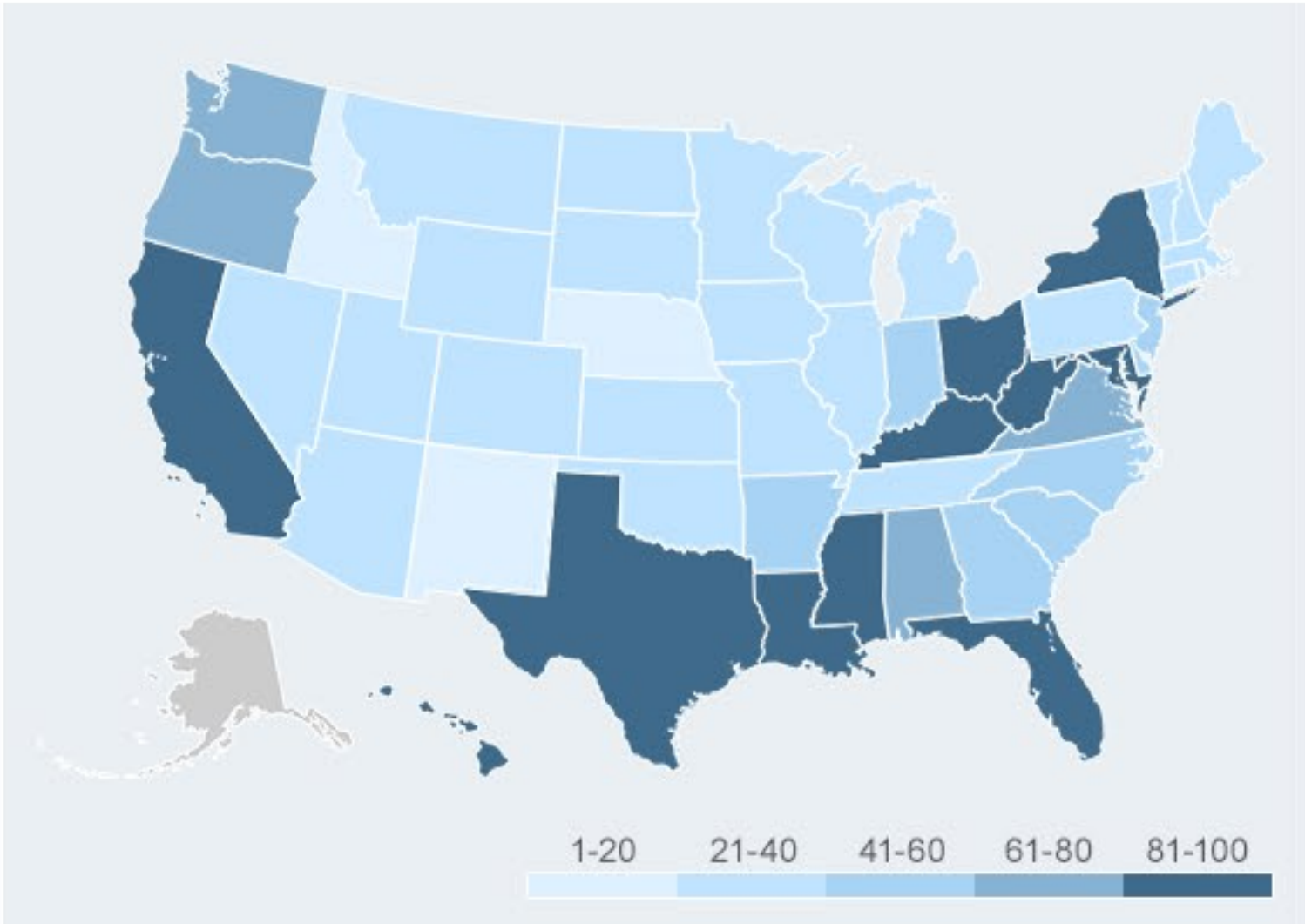
Motorcycles

Lives in Texas

FiOS TV

Save and Continue

User Concentration



Region | State | City

35%	Pennsylvania
24%	Texas
17%	California
8%	Nevada
6%	North Carolina

Popular Sites *Filtered*

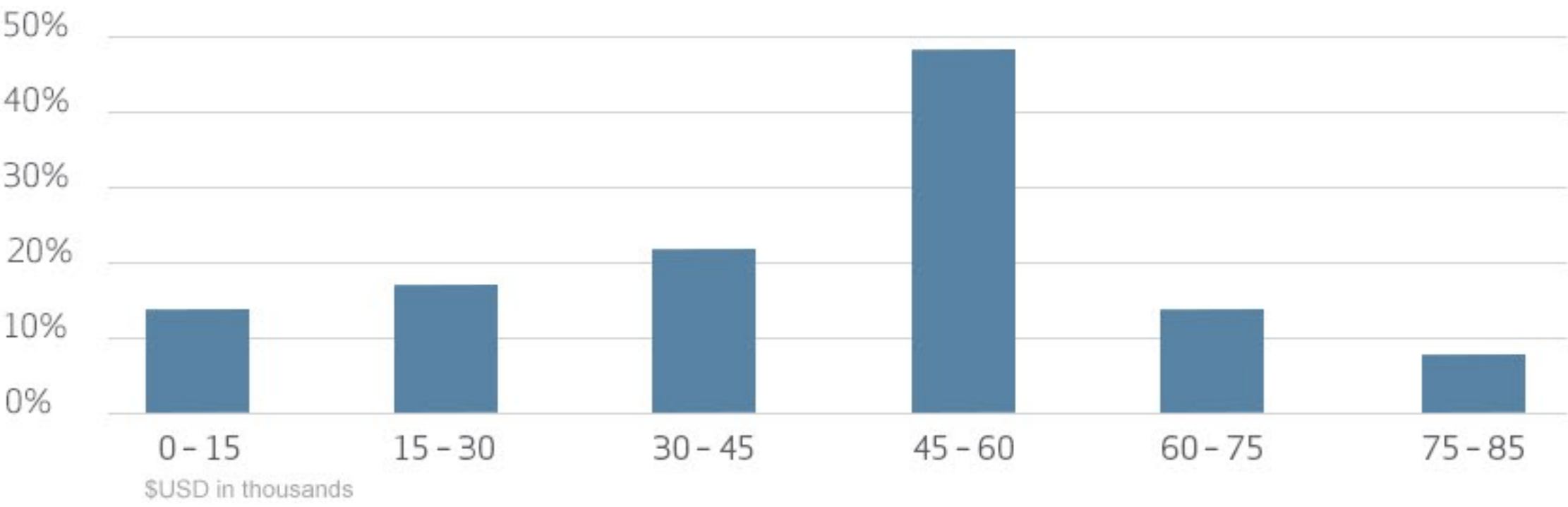
Distinctive | Overall

30-Day Popularity

01	Odnoklassniki <i>(Social Media)</i>	odnoklassniki.ru		↑
02	Yandex <i>(Search)</i>	yandex.ru		↓
03	Vimeo <i>(Video Sharing)</i>	vimeo.com		↓
04	The Drudge Report <i>(News - General)</i>	drudgereport.com		→
05	Newgrounds <i>(Online Gaming Portal)</i>	newgrounds.com		↑

1 2

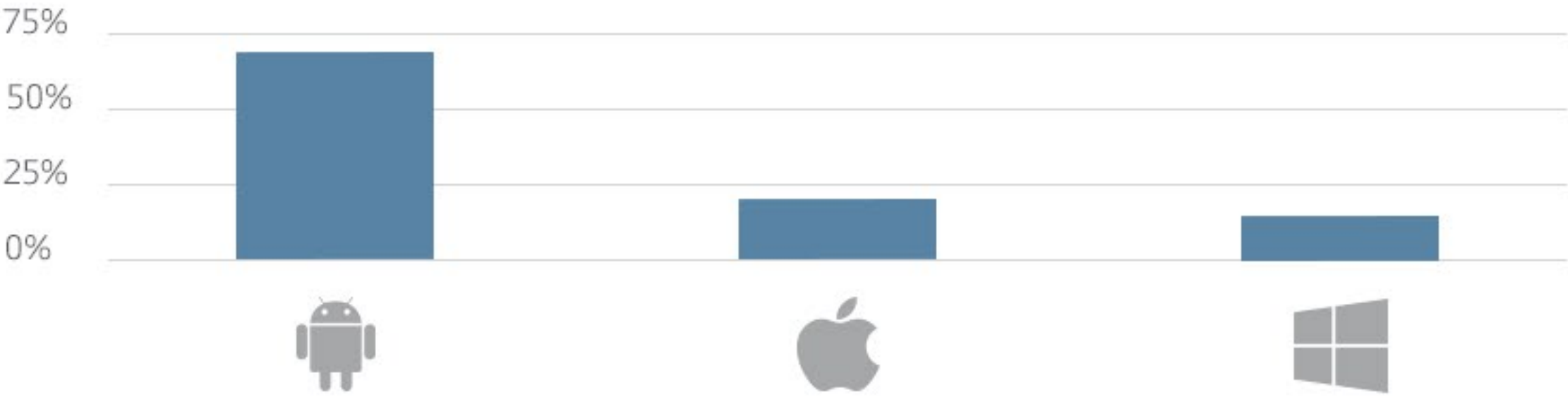
Household Income



Phone vs. Tablet



Mobile Operating System



+ Create New Tile



Audience

Learn more about your audience.

Click to add reference audience

Enter Criteria:

Demographics

Usage

Interests

Trending

Behavior

Anticipated Behavior

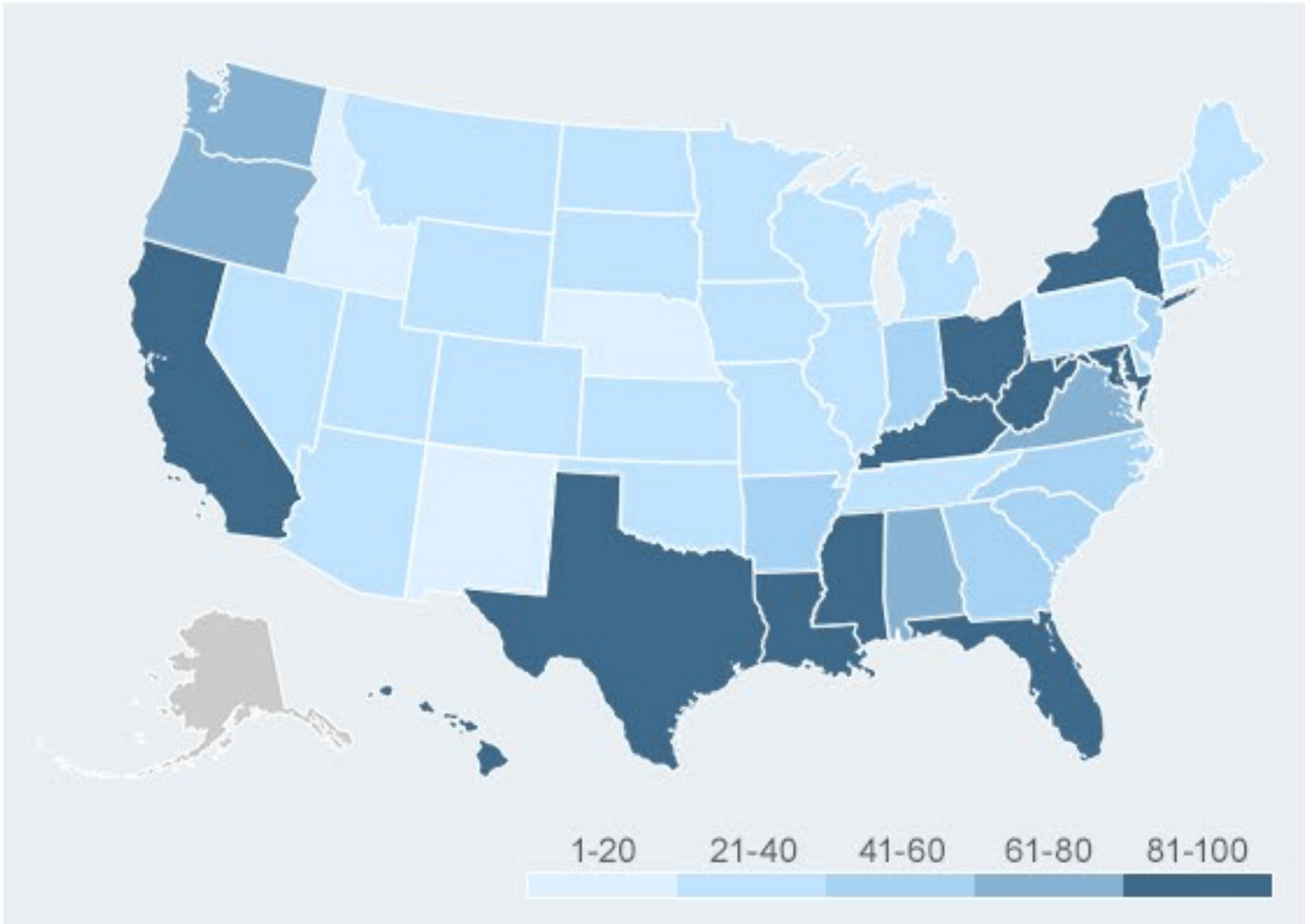
Life Events

Financial

Expense

Social Media

User Concentration



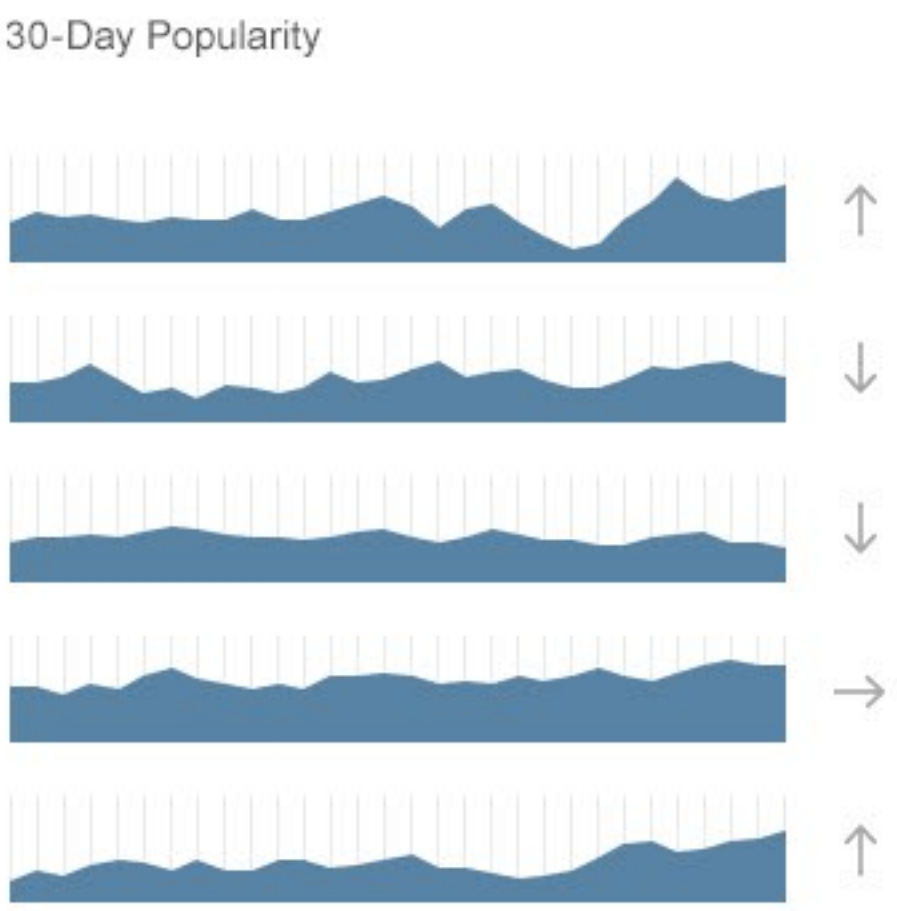
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Popular Sites *Filtered*

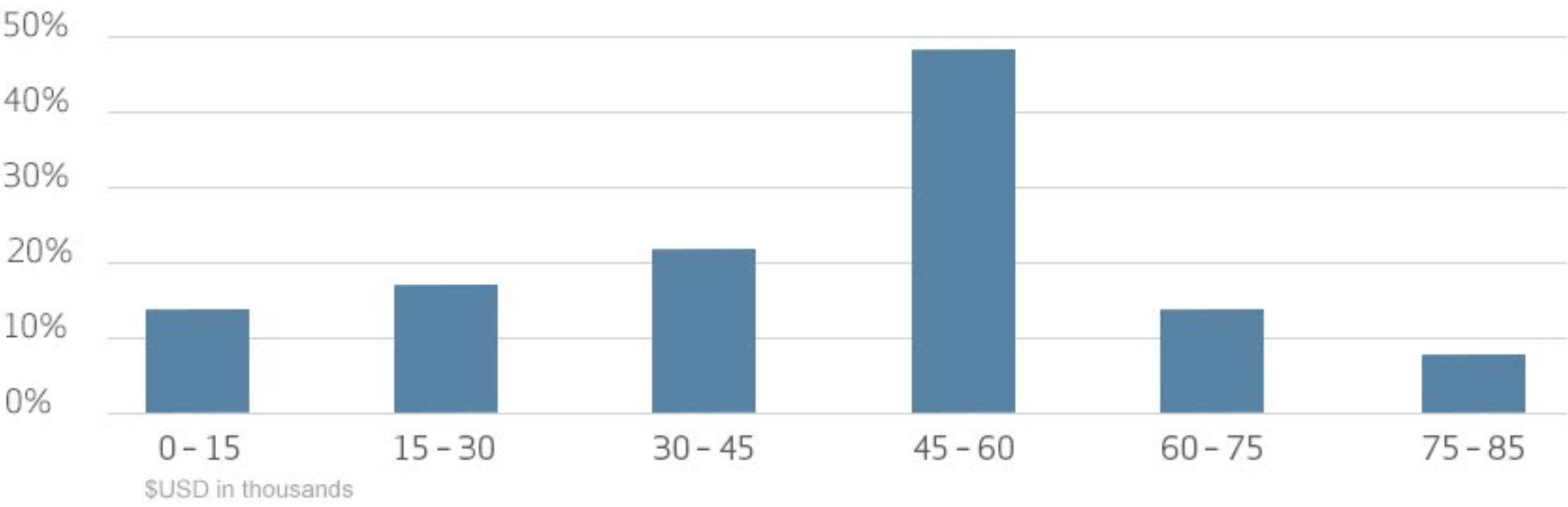
Distinctive | Overall

01	Odnoklassniki <i>(Social Media)</i>	odnoklassniki.ru
02	Yandex <i>(Search)</i>	yandex.ru
03	Vimeo <i>(Video Sharing)</i>	vimeo.com
04	The Drudge Report <i>(News - General)</i>	drudgereport.com
05	Newgrounds <i>(Online Gaming Portal)</i>	newgrounds.com



1 2

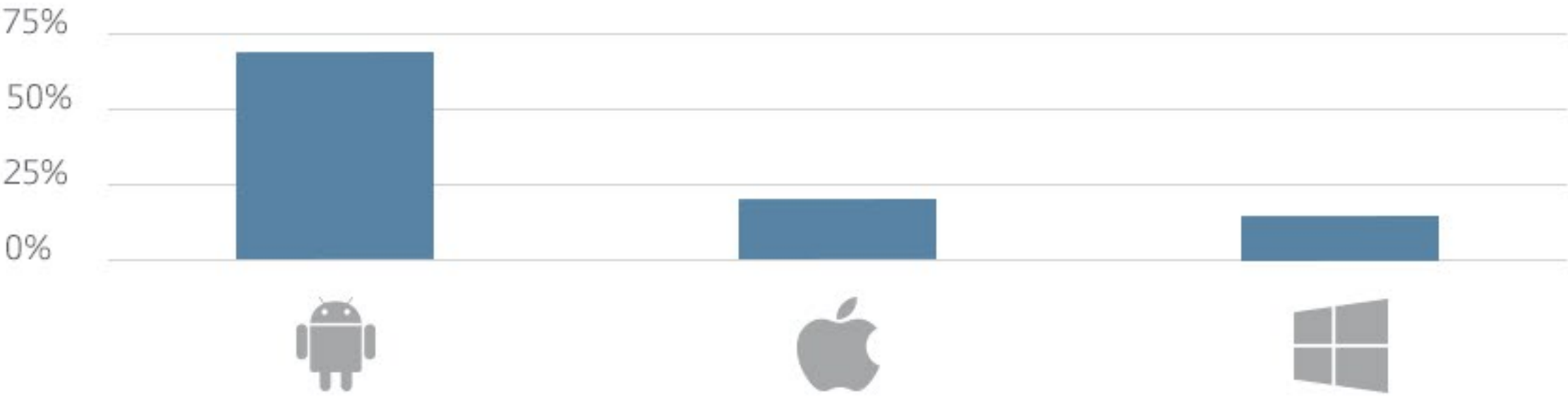
Household Income



Phone vs. Tablet



Mobile Operating System



+ Create New Tile

Audience

Learn more about your audience.

Click to add reference audience

Enter Criteria:

✓

Demographics

Out of the Woods

Zach Galifianakis

49ers

Nina Pham

Giants

Penelope Cruz

Bears

Eagles Schedule

Jameis Winston

Jane the Virgin

Usage

Interests

Trending

Behavior

Anticipated Behavior

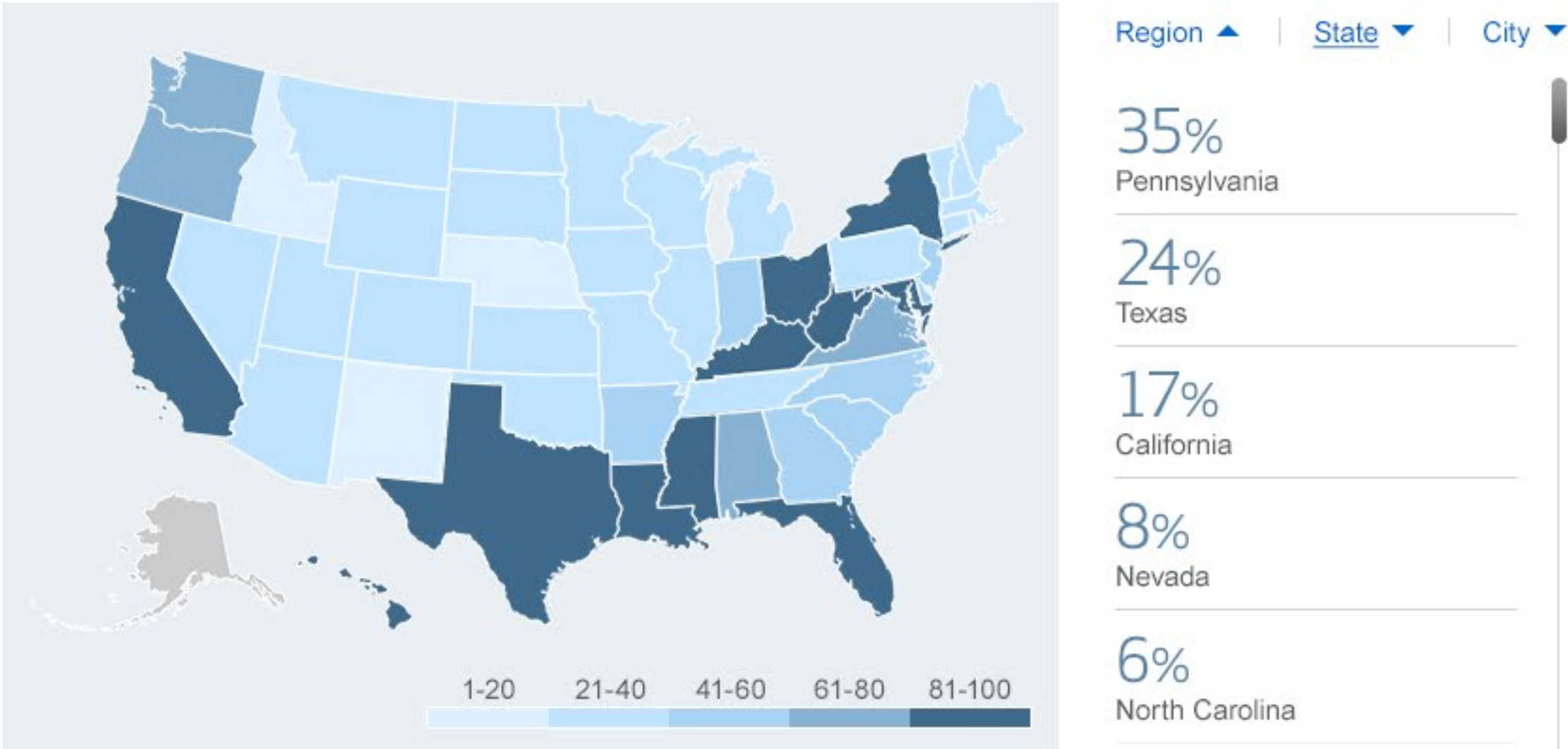
Life Events

Financial

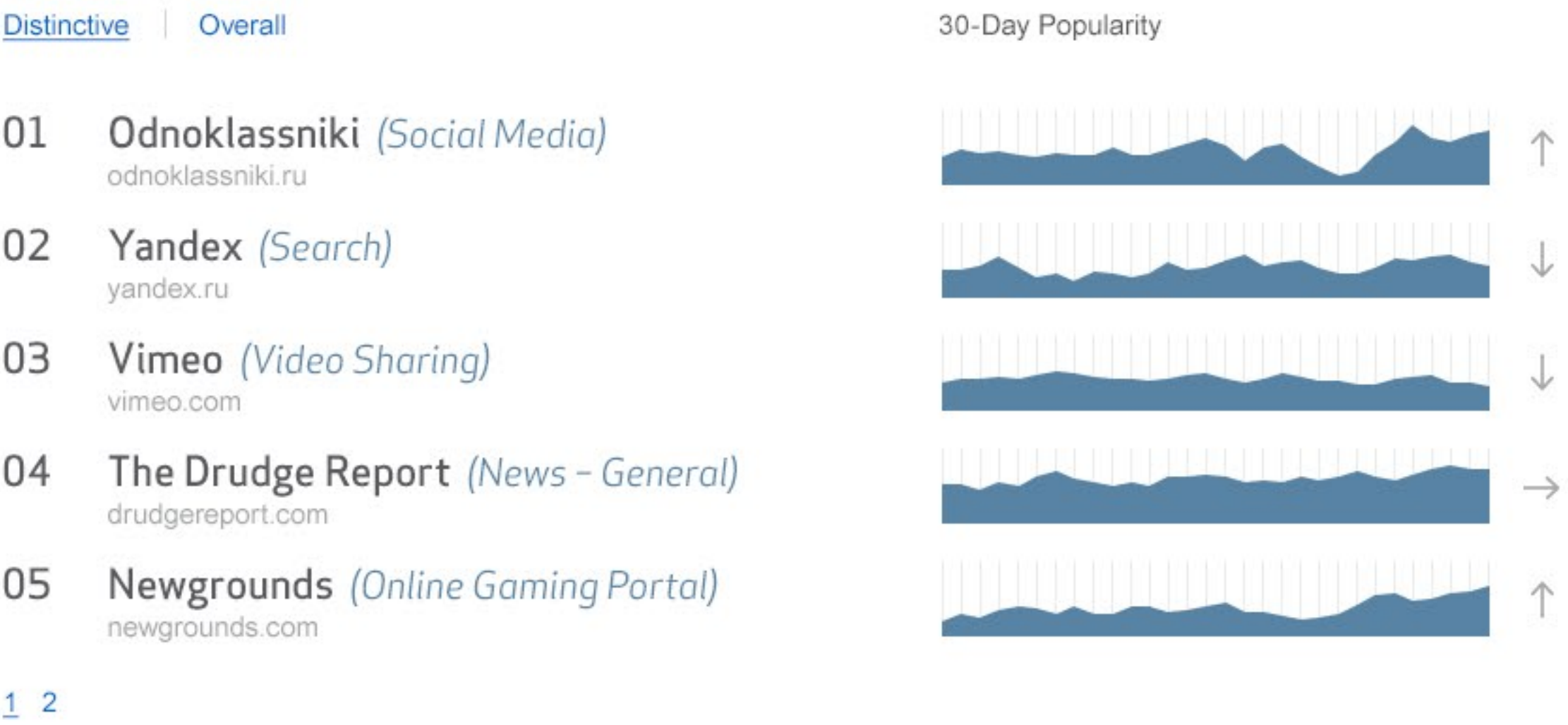
Expense

Social Media

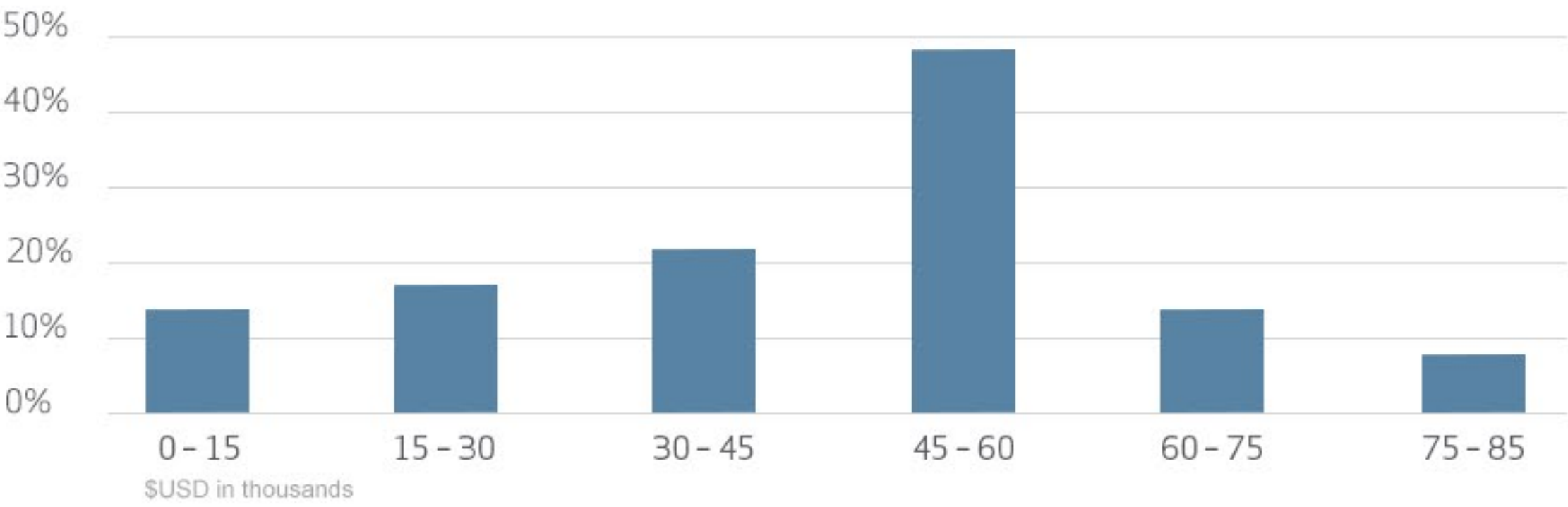
User Concentration



Popular Sites *Filtered*



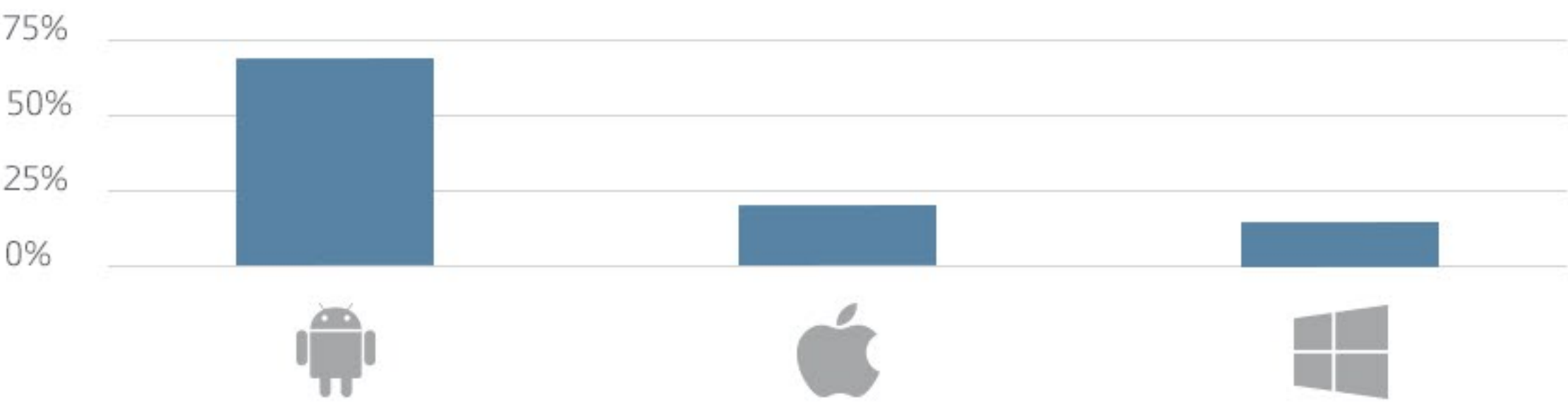
Household Income



Phone vs. Tablet



Mobile Operating System



+ Create New Tile

Learn more about your audience.

[Click to add reference audience](#)

Pe| 

Pele

Peristaltic

Periscope

Pep Boys

Peer to Peer

Pets

Pesto

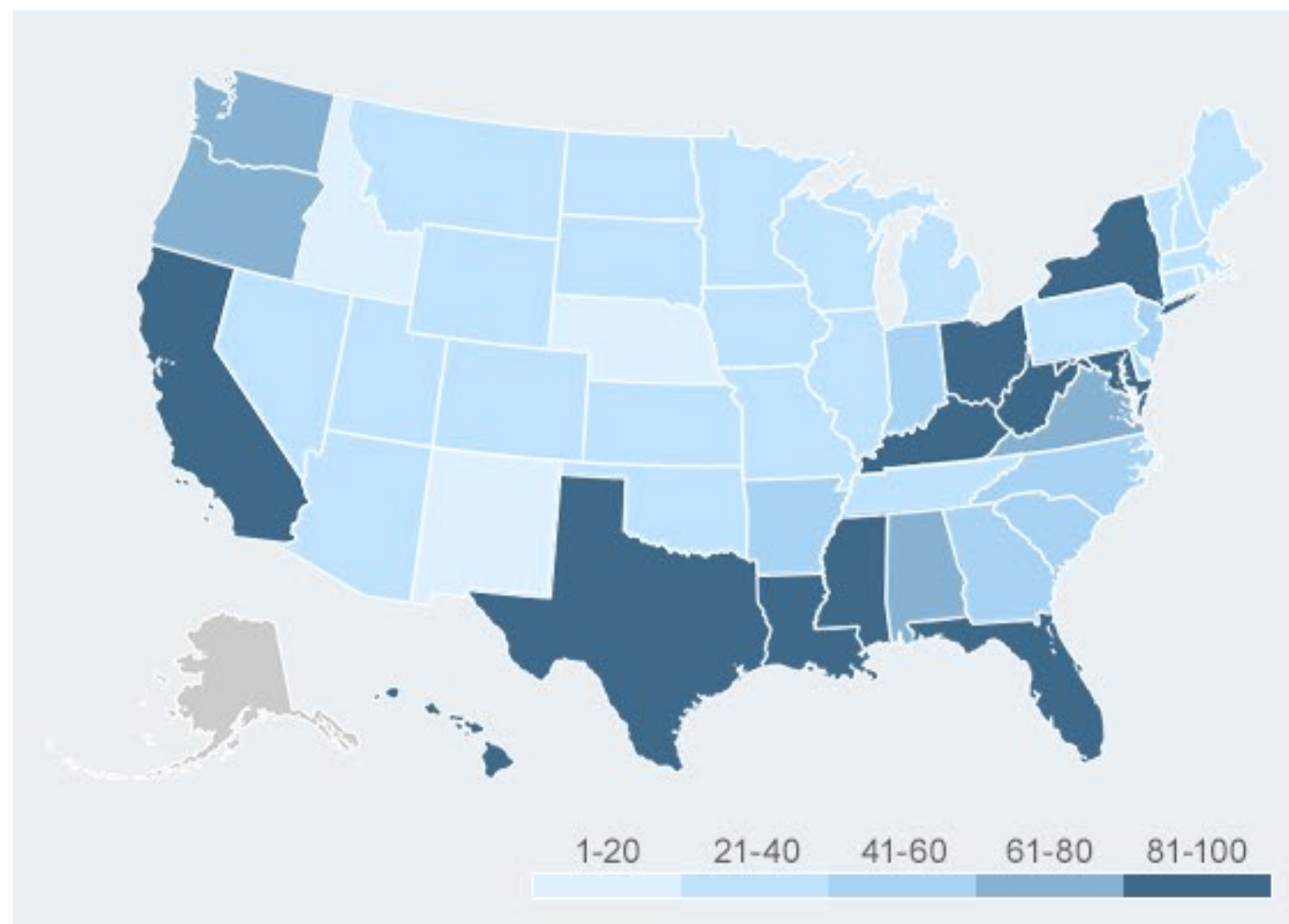
Peccadillo

Pension

Pest Control

Perez Hilton

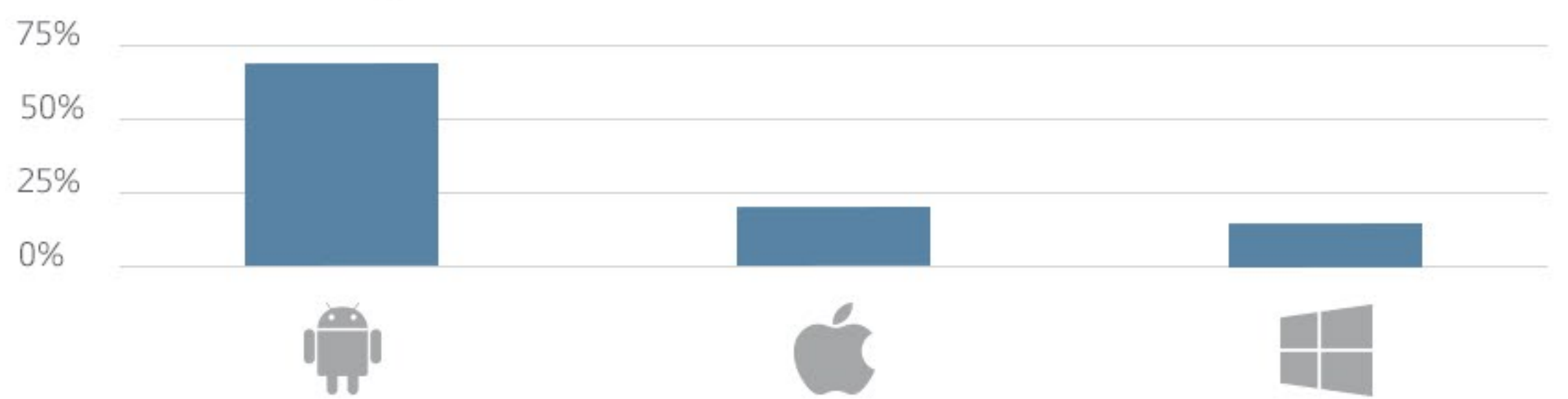
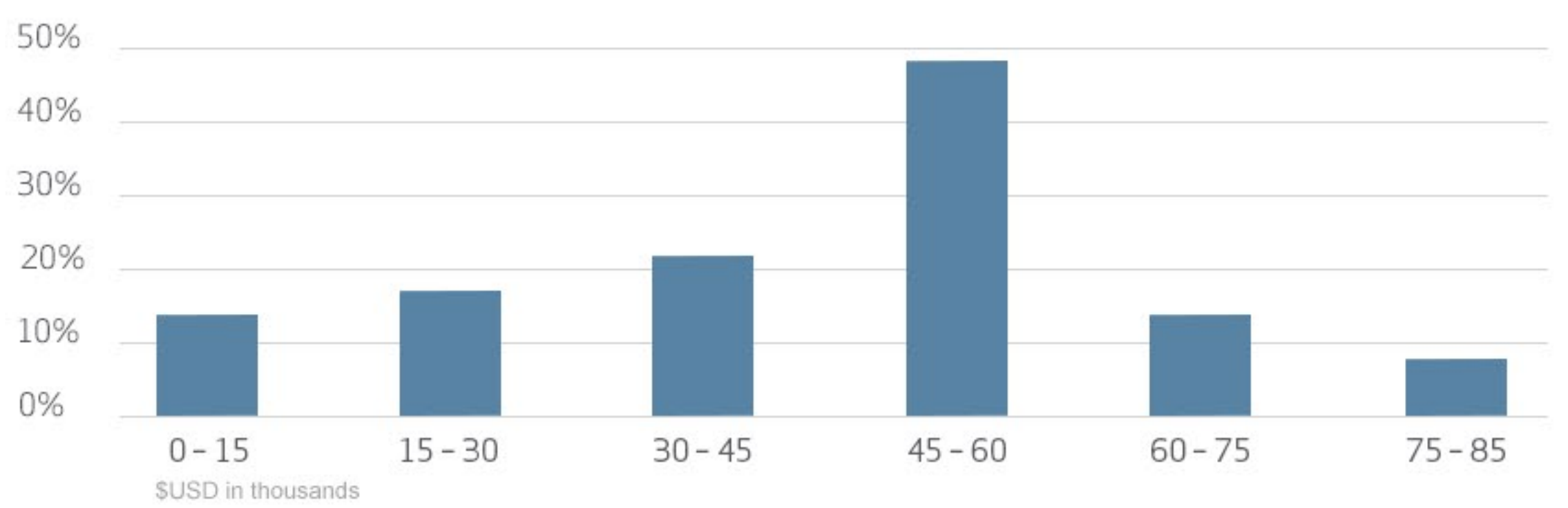
Pervez Musharraf



6%
North Carolina

30-Day Popularity

01	Odnoklassniki (Social Media) odnoklassniki.ru		↑
02	Yandex (Search) yandex.ru		↓
03	Vimeo (Video Sharing) vimeo.com		↓
04	The Drudge Report (News – General) drudgereport.com		→
05	Newgrounds (Online Gaming Portal) newgrounds.com		↑



+ Create New Tile



Audience

Learn more about your audience.

Click to add reference audience

Enter Criteria:

Enter text...

✓

Query Builder

Texas Bikers

Audience Size: 1.6M

2

Cost

Unique

Value

Contains

Clear All

Motorcycles

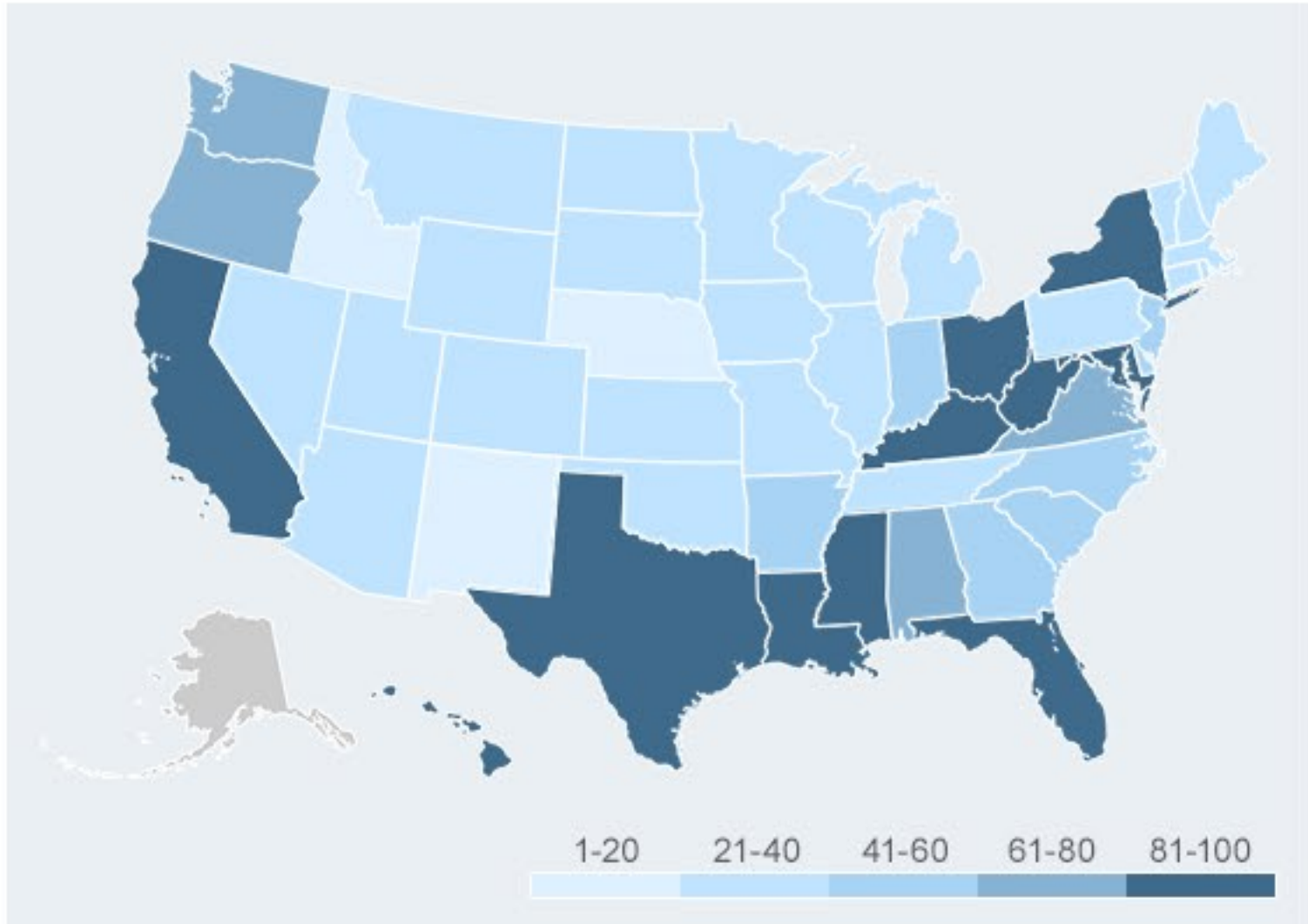
Lives in Texas

FiOS TV

Pep Boys

Save and Continue

User Concentration



Region | State | City

35%	Pennsylvania
24%	Texas
17%	California
8%	Nevada
6%	North Carolina

Popular Sites *Filtered*

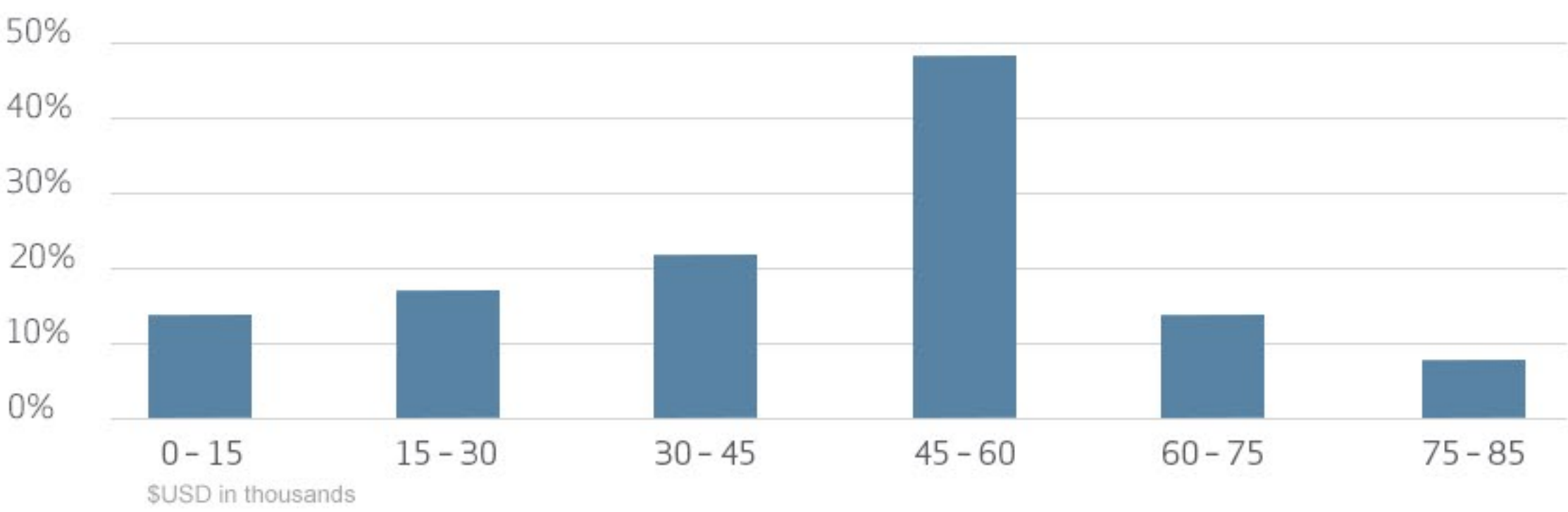
Distinctive | Overall

30-Day Popularity

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04	The Drudge Report <i>(News - General)</i>	drudgereport.com		→
05	Newgrounds <i>(Online Gaming Portal)</i>	newgrounds.com		↑

1 2

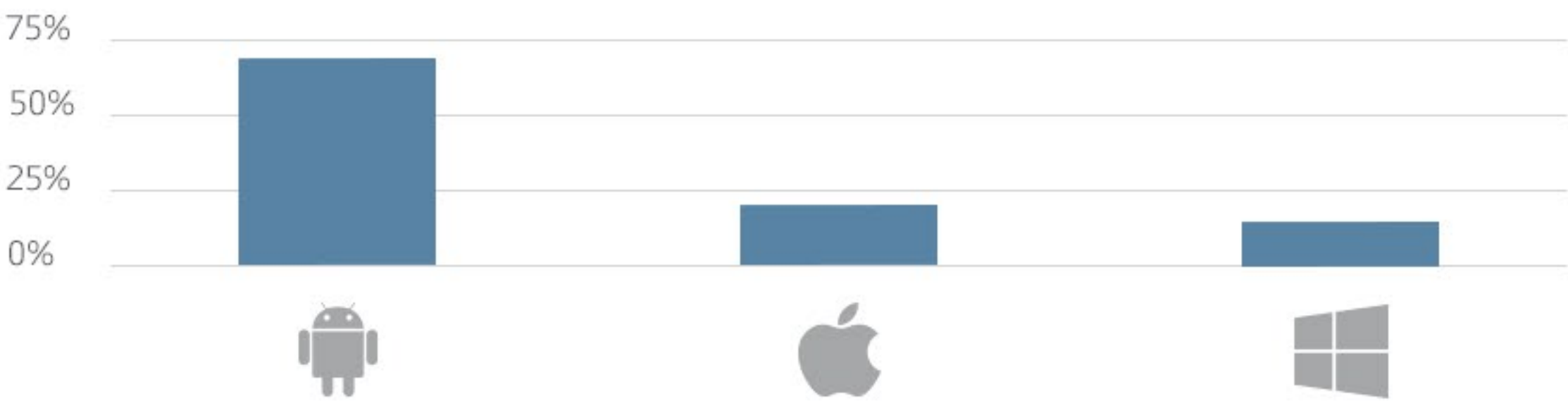
Household Income



Phone vs. Tablet



Mobile Operating System



+ Create New Tile



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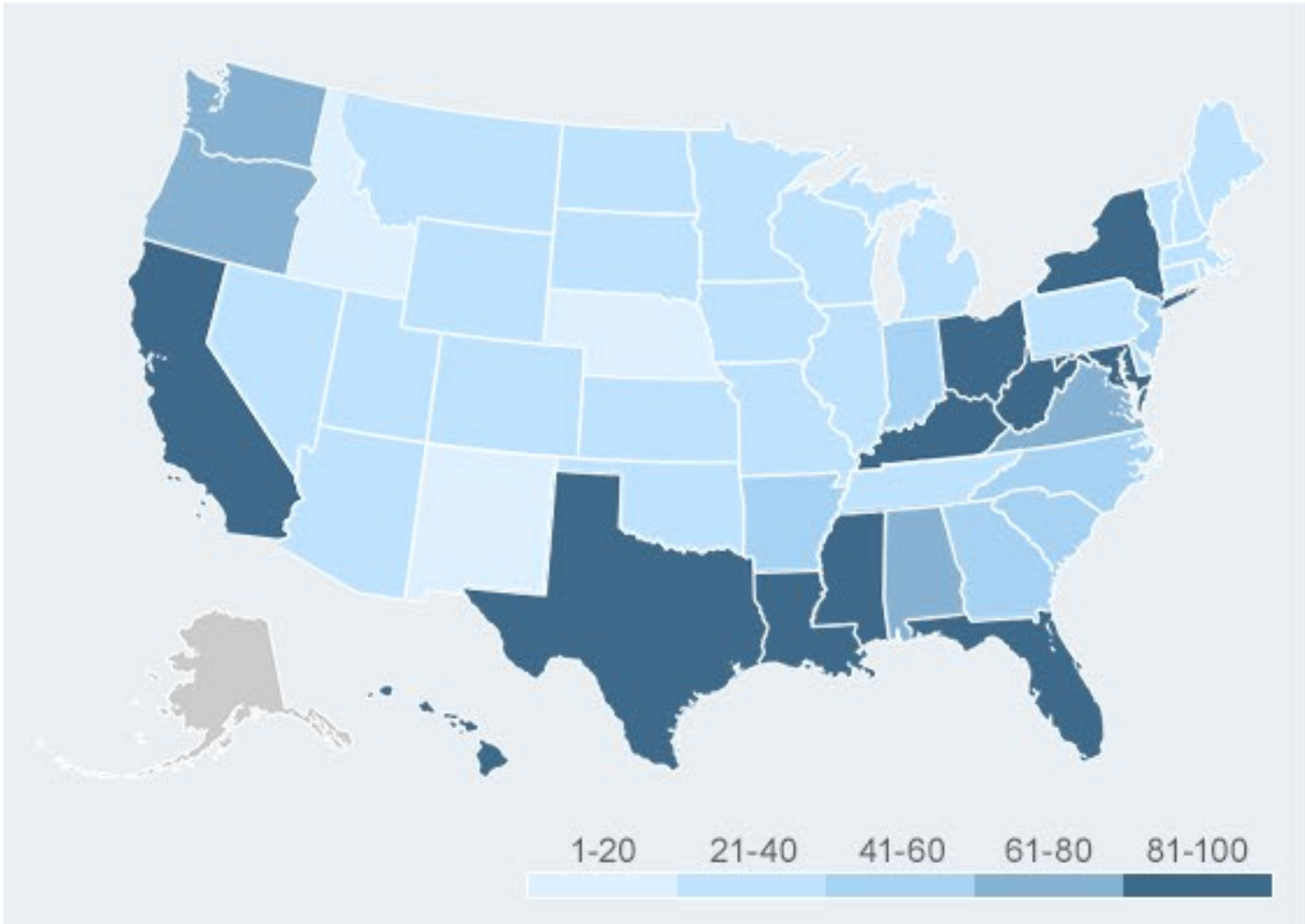
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FiOS TV

Pep Boys

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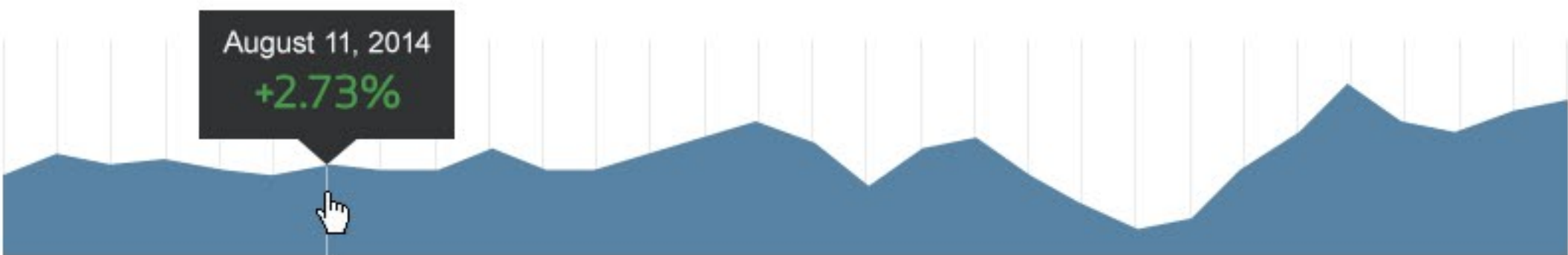


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8%	Nevada
6%	North Carolina

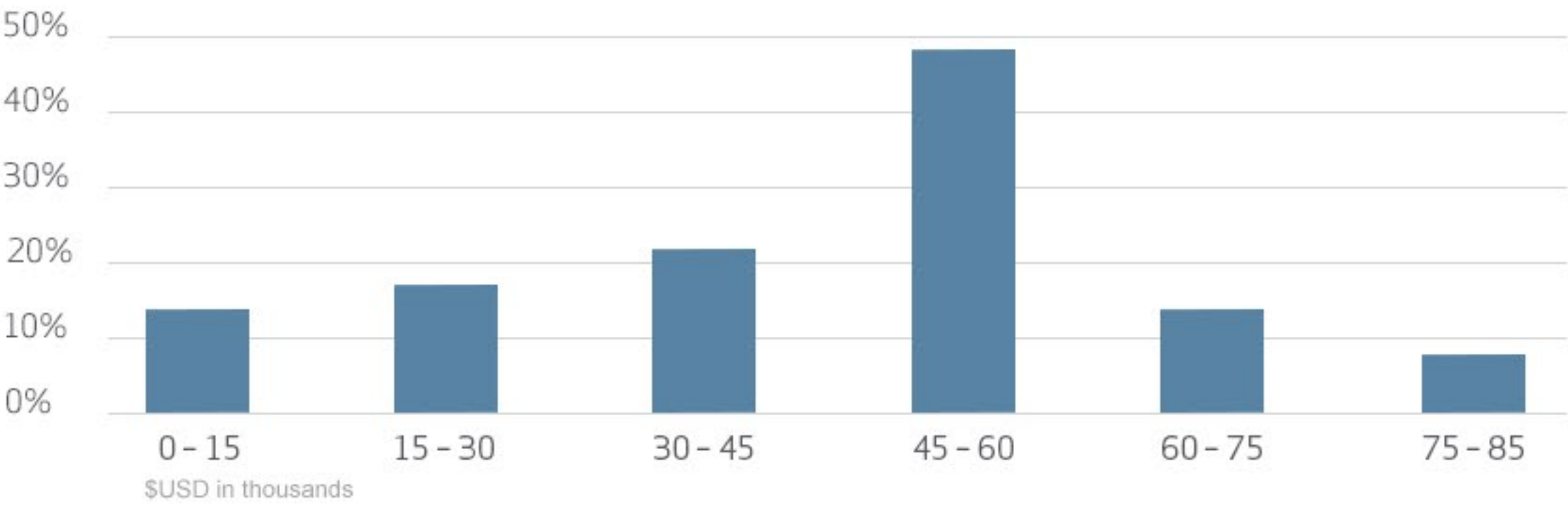
Popular Sites *Filtered*

30-Day Popularity



- 01 Odnoklassniki *(Social Media)*
- odnoklassniki.ru

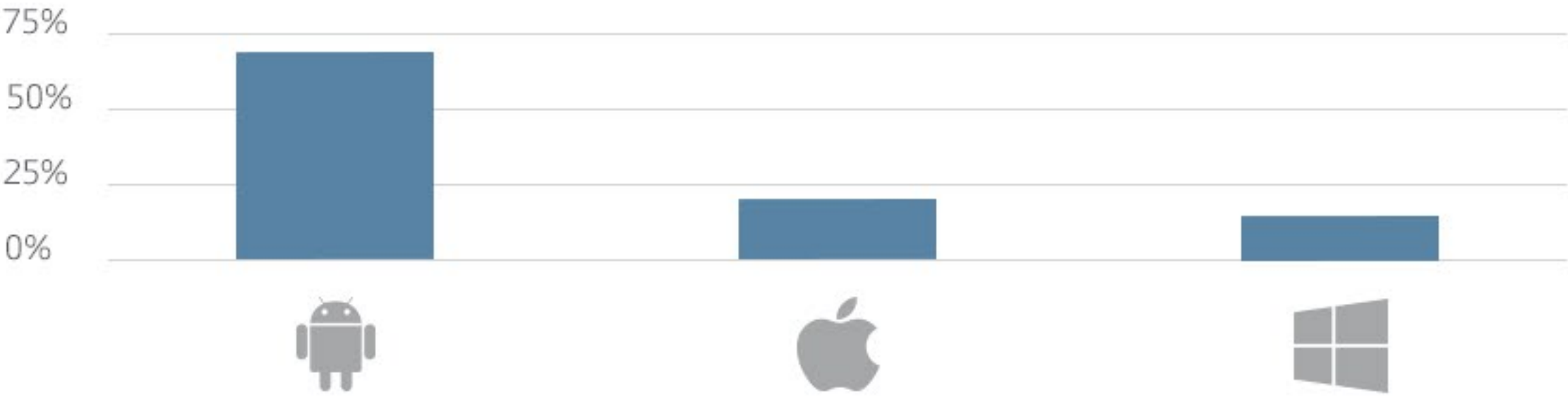
Household Income



Phone vs. Tablet



Mobile Operating System



+ Create New Tile



Audience

Learn more about your audience.

Click to add reference audience

Enter Criteria:

Enter text...

✓

Query Builder

Texas Bikers

Audience Size: 1.6M

2

Cost

Unique

Value

Contains

Clear All

Motorcycles

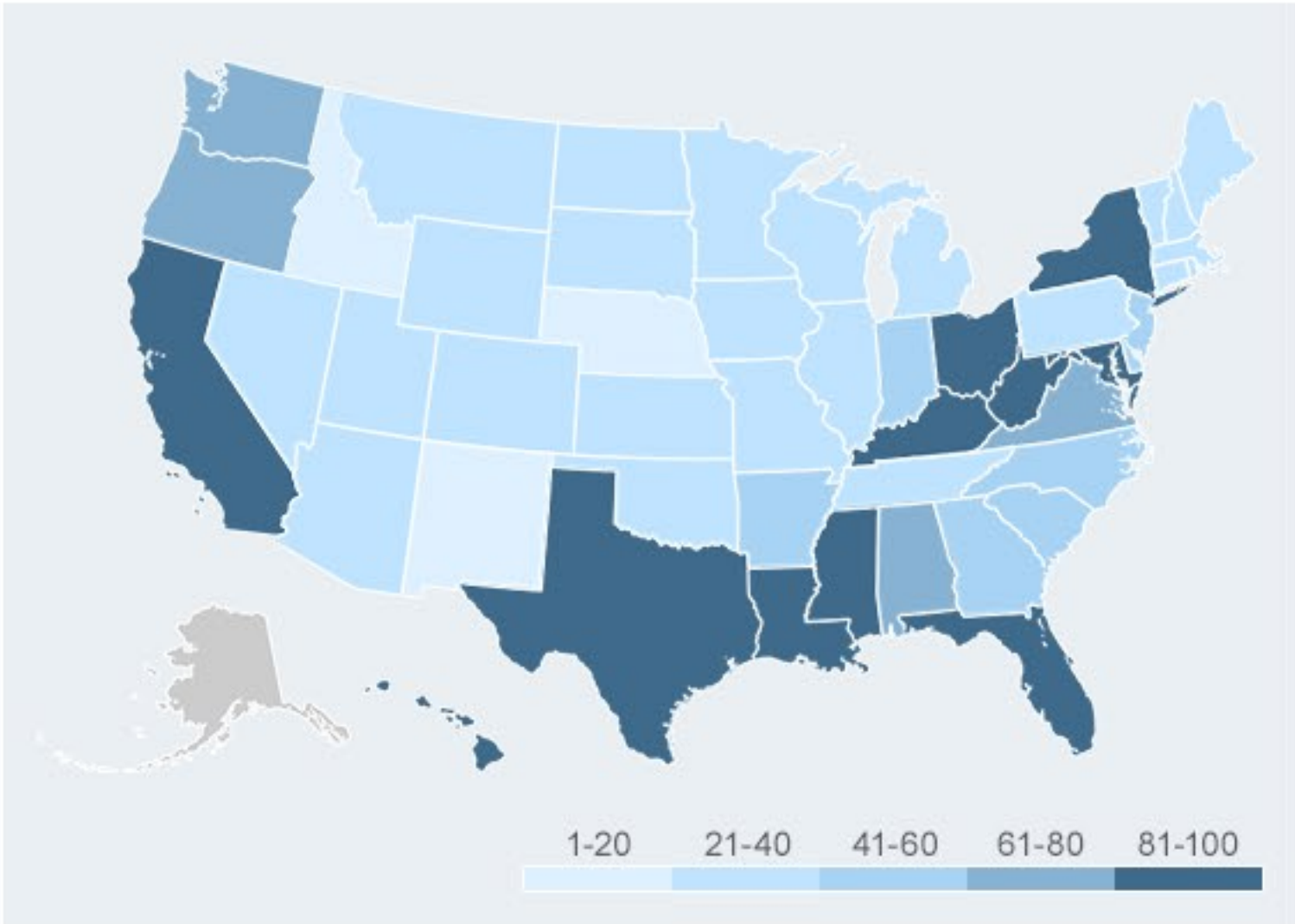
Lives in Texas

FiOS TV

Pep Boys

Save and Continue

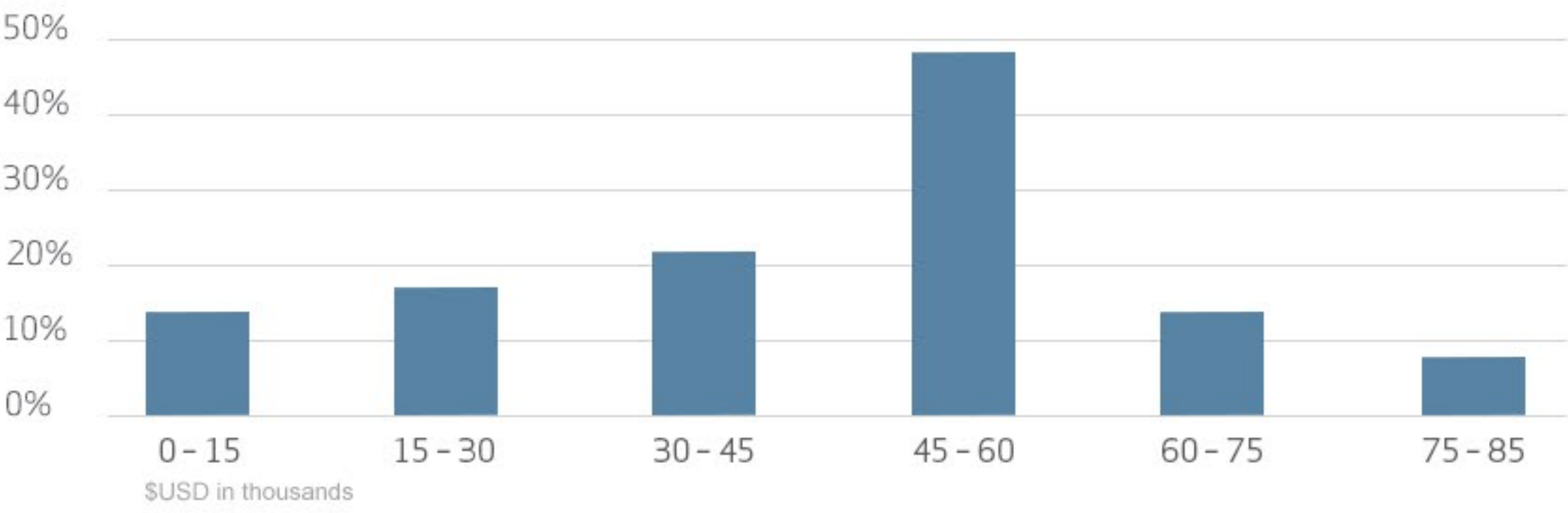
User Concentration



Region | State | City

35%	Pennsylvania
24%	Texas
17%	California
8%	Nevada
6%	North Carolina

Household Income



Popular Sites *Filtered*

Distinctive | Overall

- 01

Odnoklassniki (Social Media)

odnoklassniki.ru
- 02

Yandex (Search)

yandex.ru
- 03

Vimeo (Video Sharing)

vimeo.com
- 04

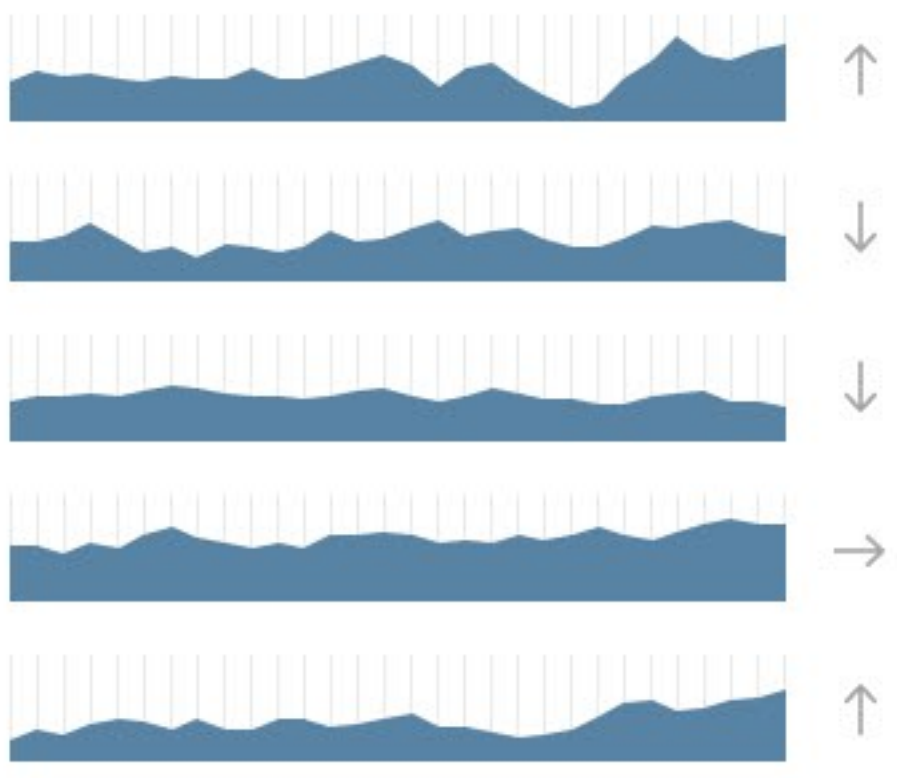
The Drudge Report (News - General)

drudgereport.com
- 05

Newgrounds (Online Gaming Portal)

newgrounds.com

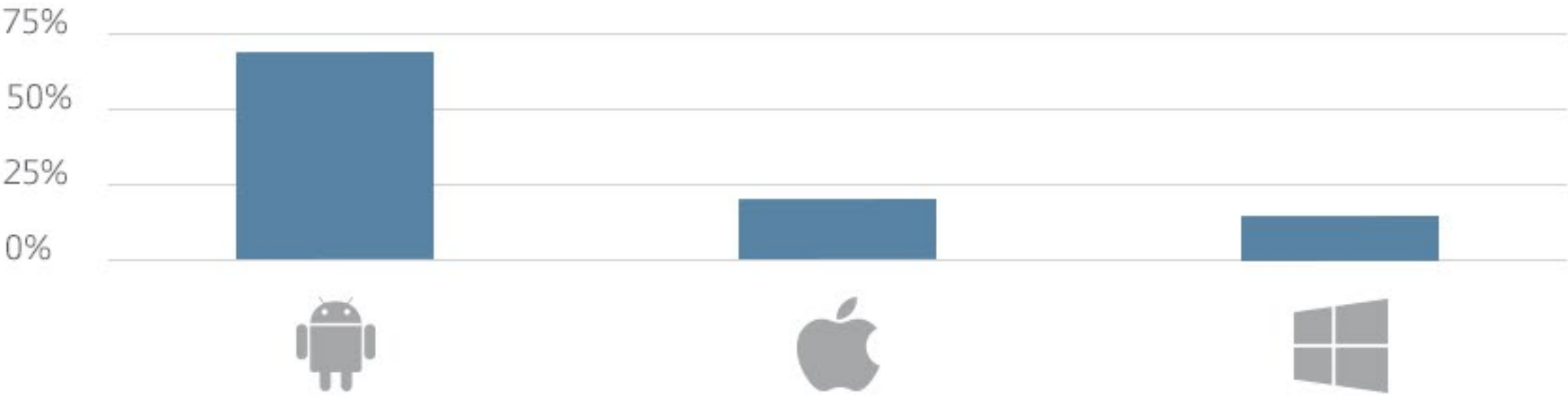
30-Day Popularity



Phone vs. Tablet



Mobile Operating System



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Unique

Value

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Clear All

Motorcycles

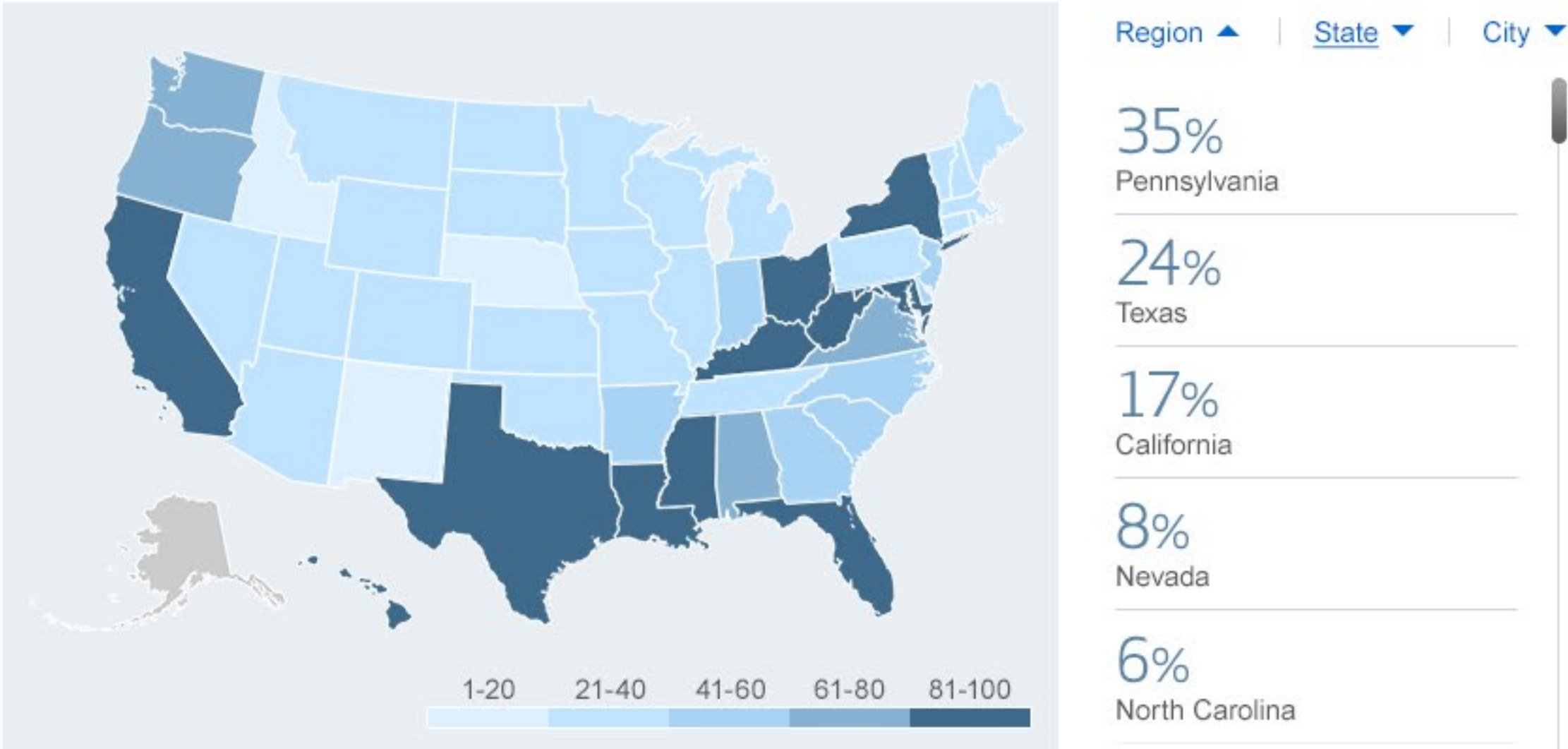
Lives in Texas

FiOS TV

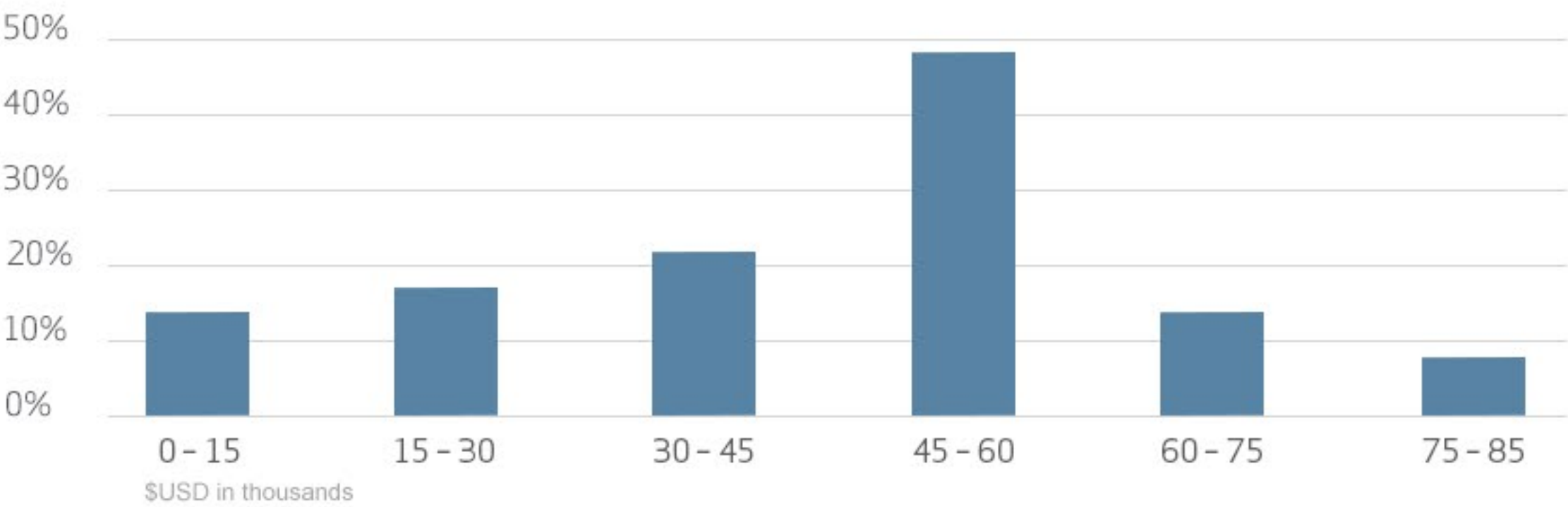
Pep Boys

Save and Continue

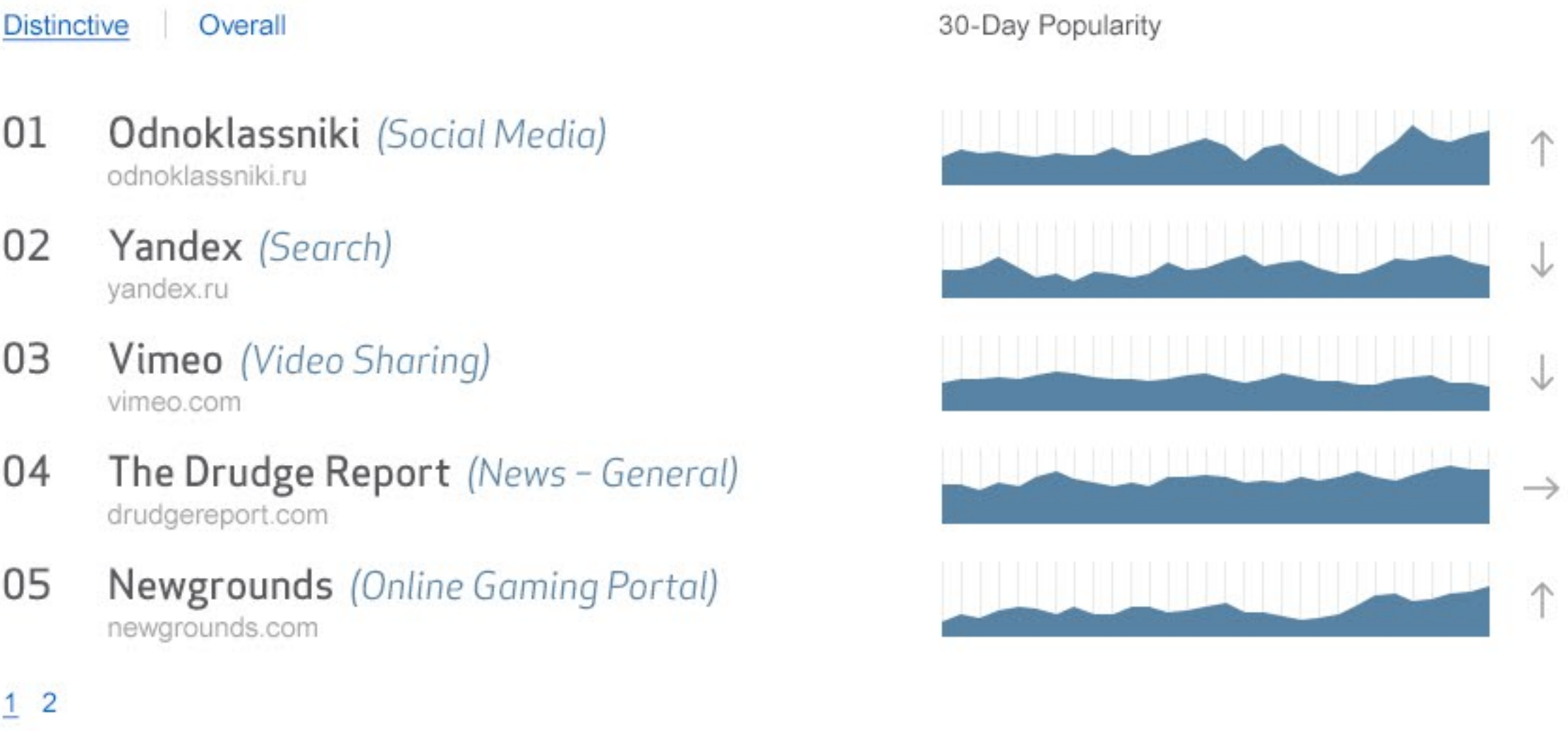
User Concentration



Household Income



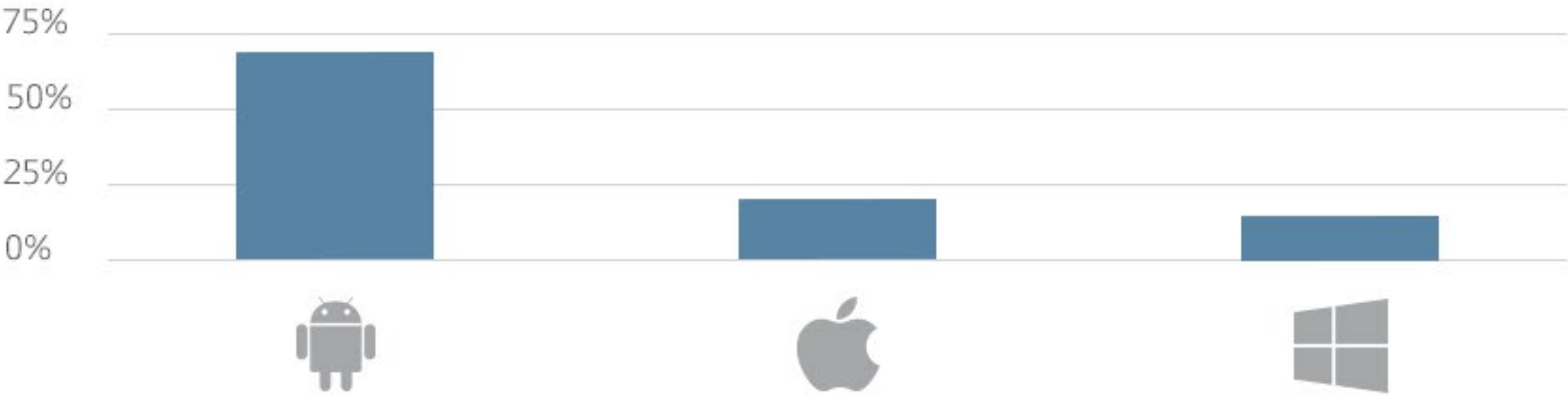
Popular Sites *Filtered*



Phone vs. Tablet



Mobile Operating System



- +

User Concentration

Gender

Age Distribution

Household Income
- Mobile Loyalty

Popular Sites

Popular iOS Apps

Popular Android Apps
- Mobile OS

Phone vs. Tablet

Audio Consumption

Video Consumption



Audience

Learn more about your audience.

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Enter Criteria:

Enter text...

✓

Query Builder

Texas Bikers

Audience Size: 1.6M

2

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Unique

Value

Contains

Clear All

Motorcycles

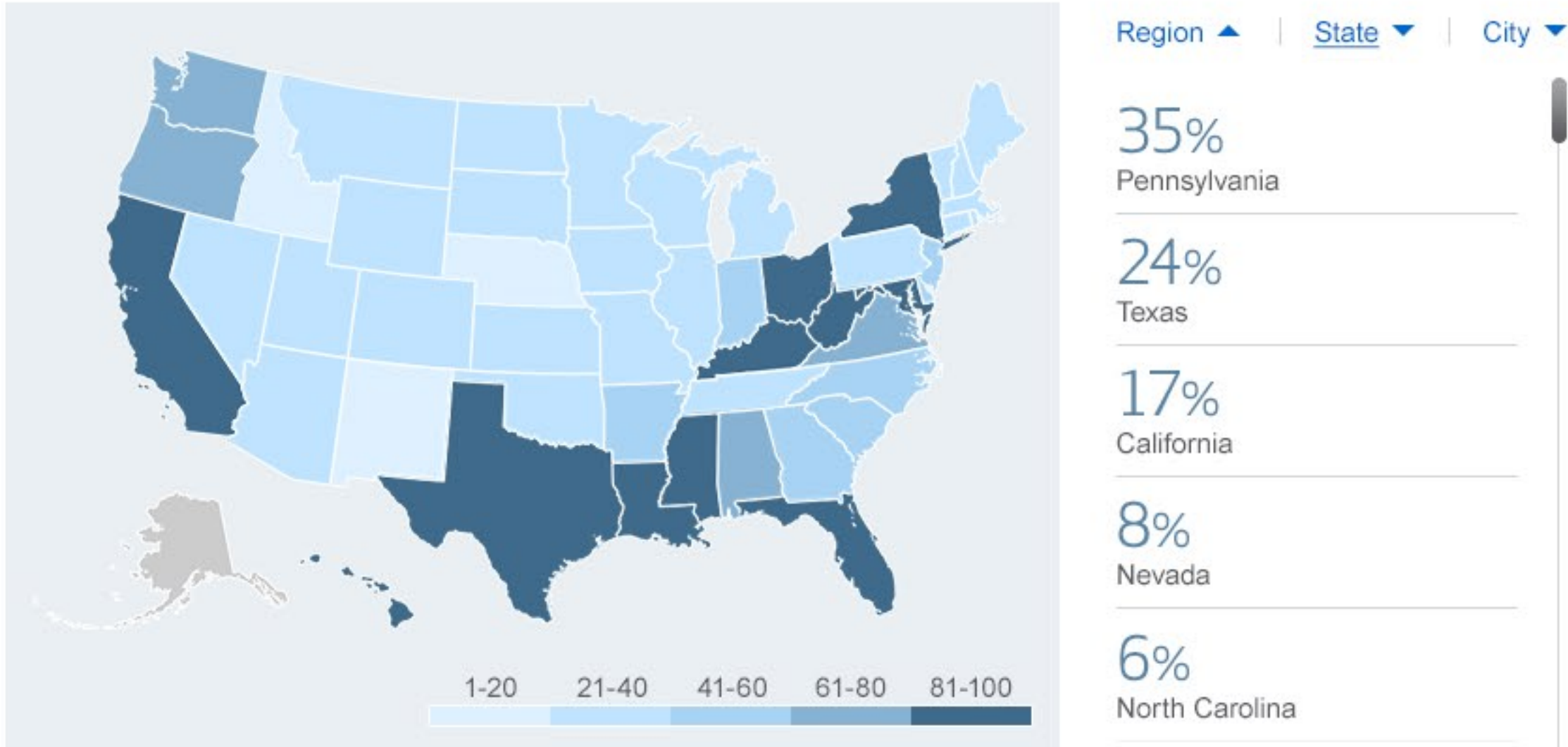
Lives in Texas

FiOS TV

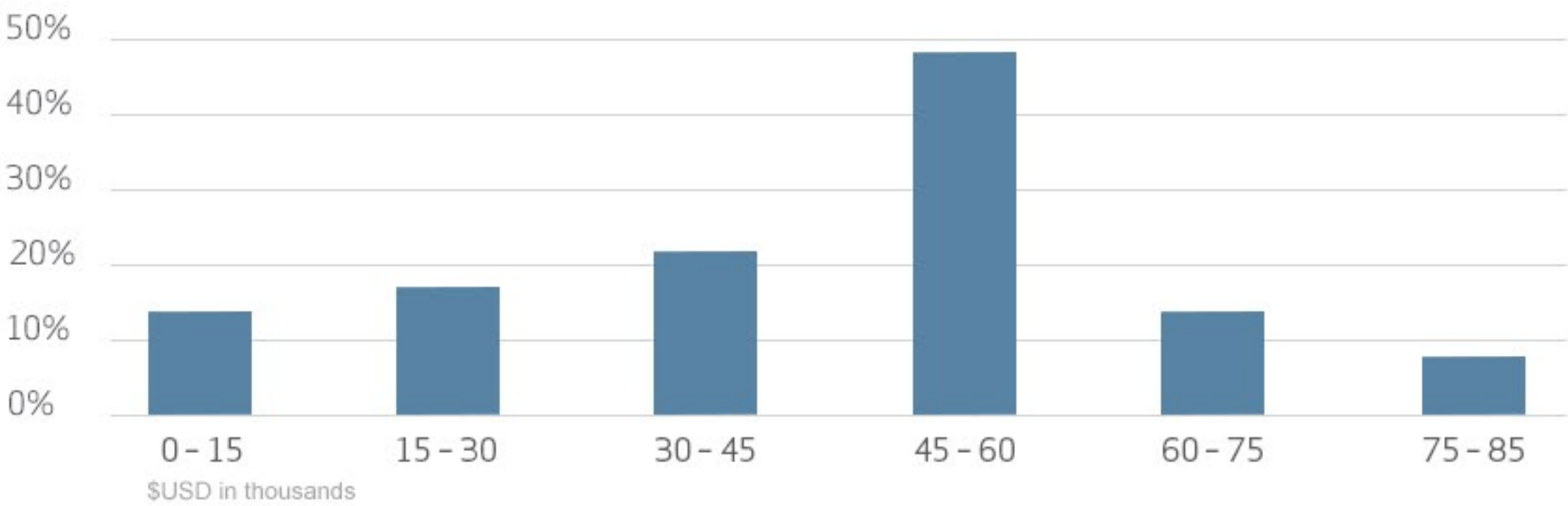
Pep Boys

Save and Continue

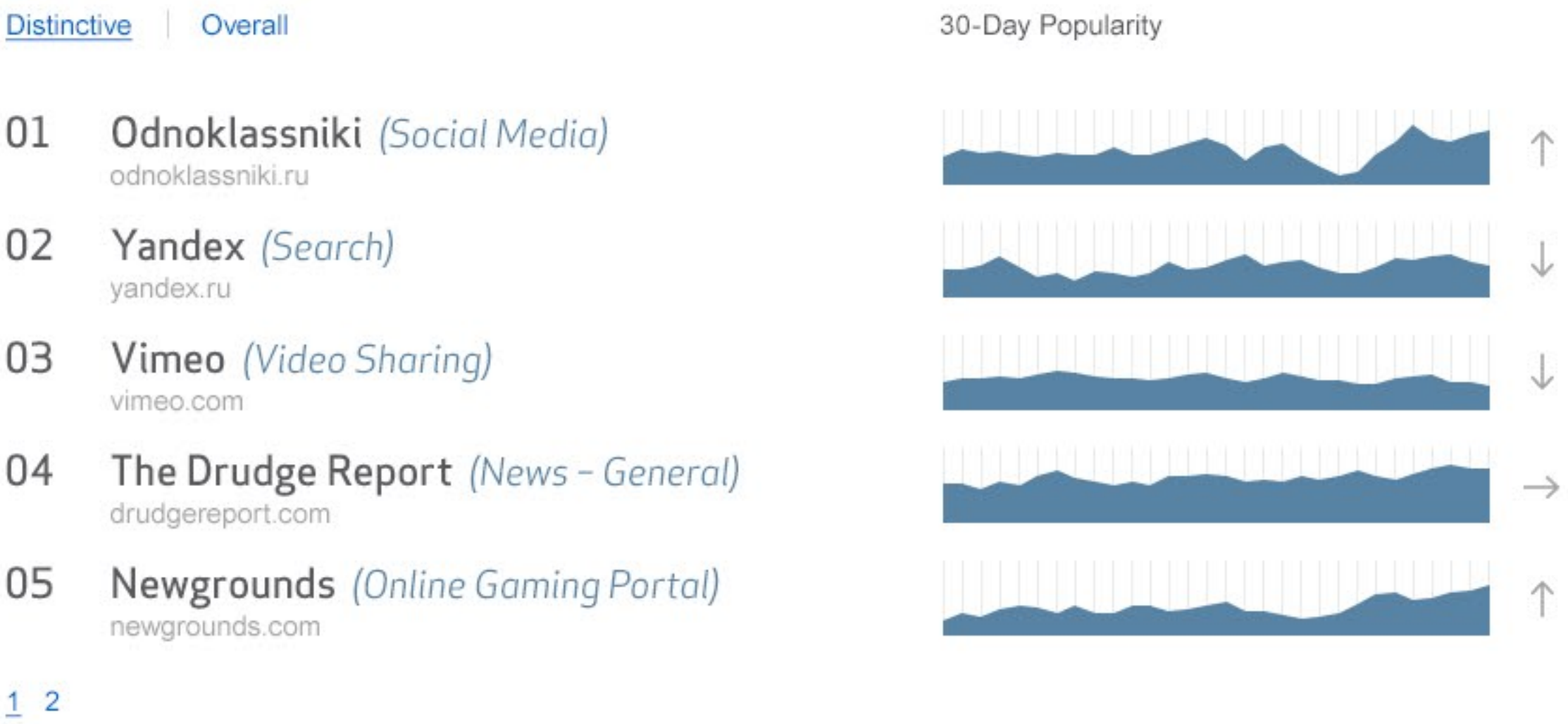
User Concentration



Household Income



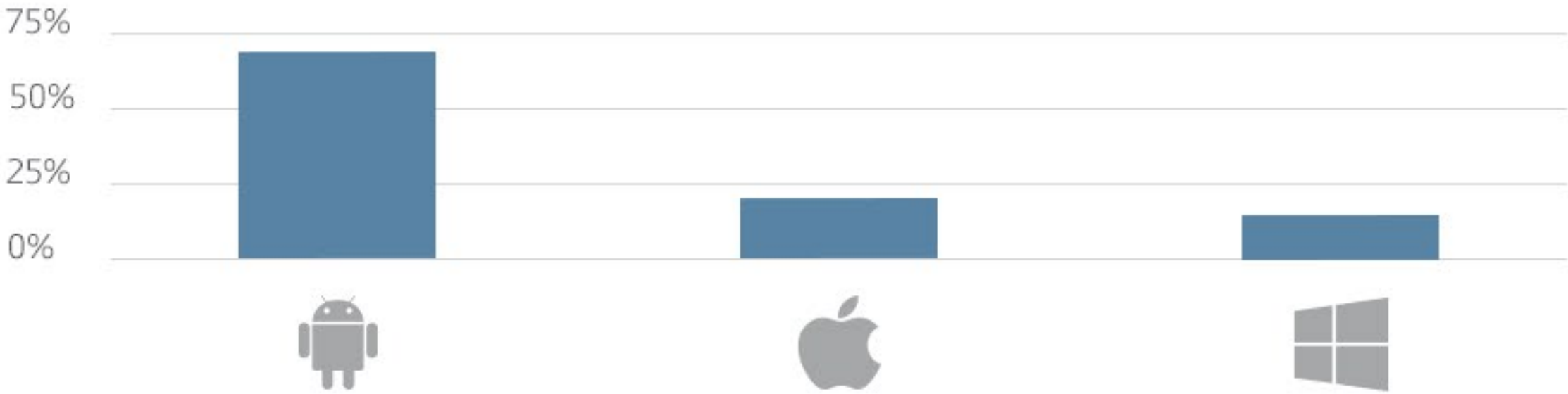
Popular Sites *Filtered*



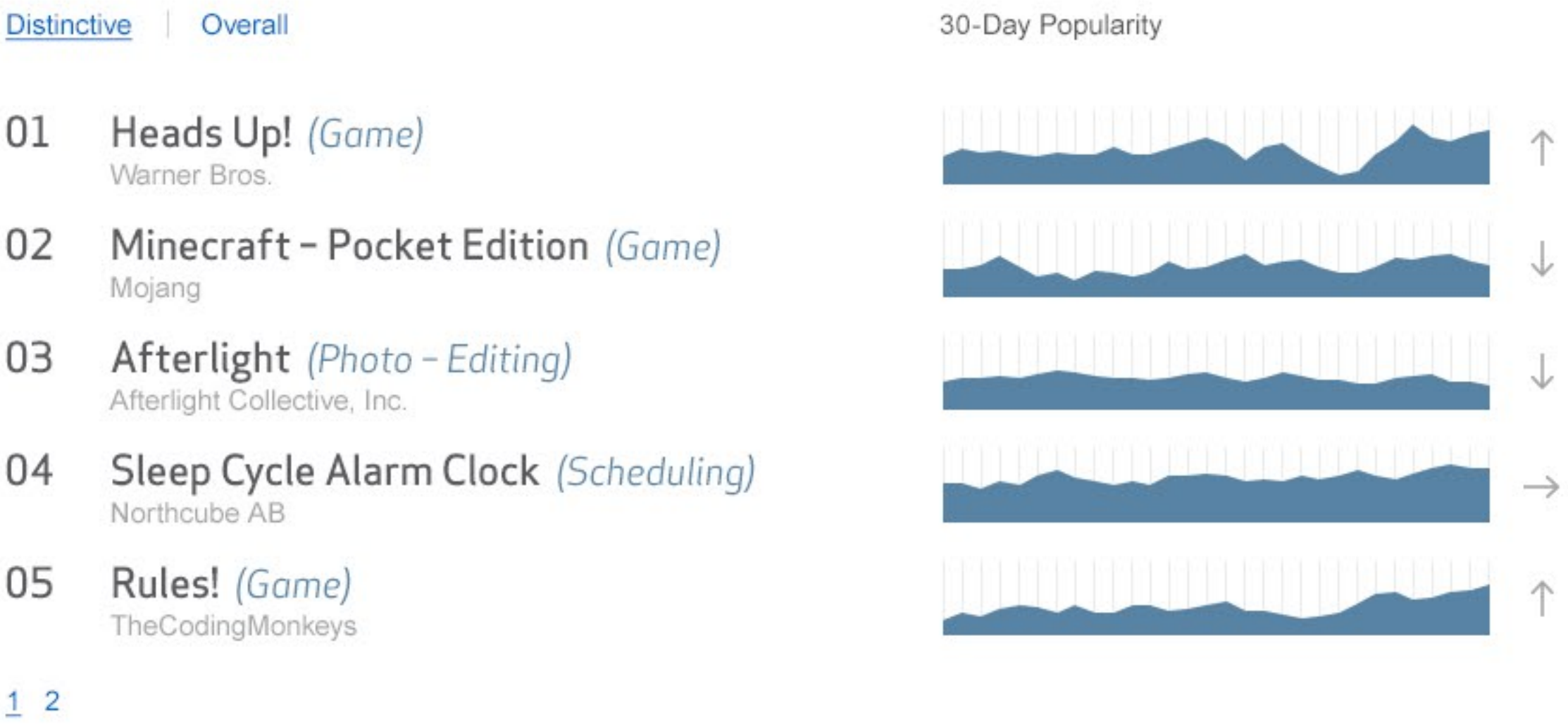
Phone vs. Tablet



Mobile Operating System



Popular iOS Apps by Purchase *Filtered*



+ Create New Tile

Audience

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Enter Criteria:

Enter text...

✓

Query Builder

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Audience Size: 1.6M

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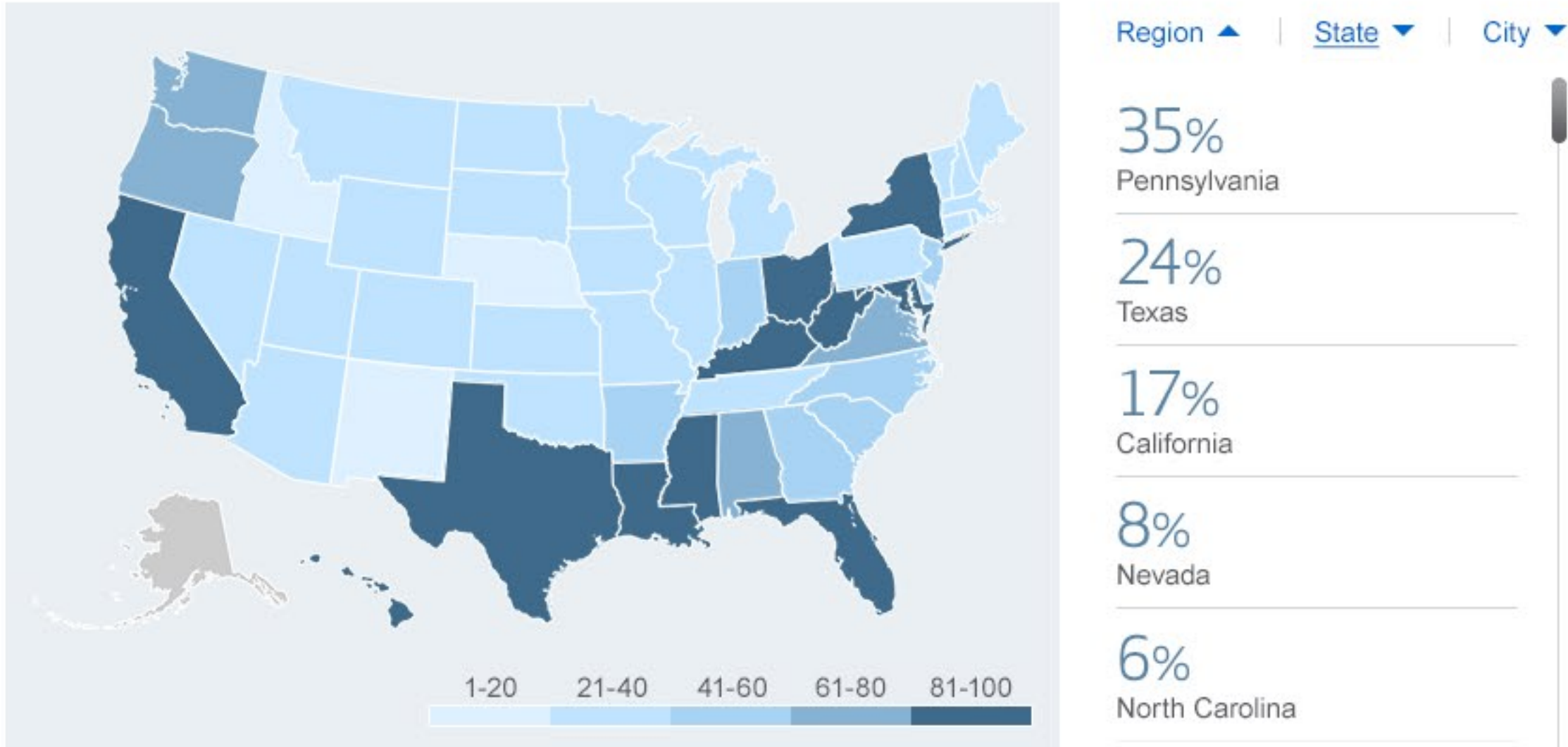
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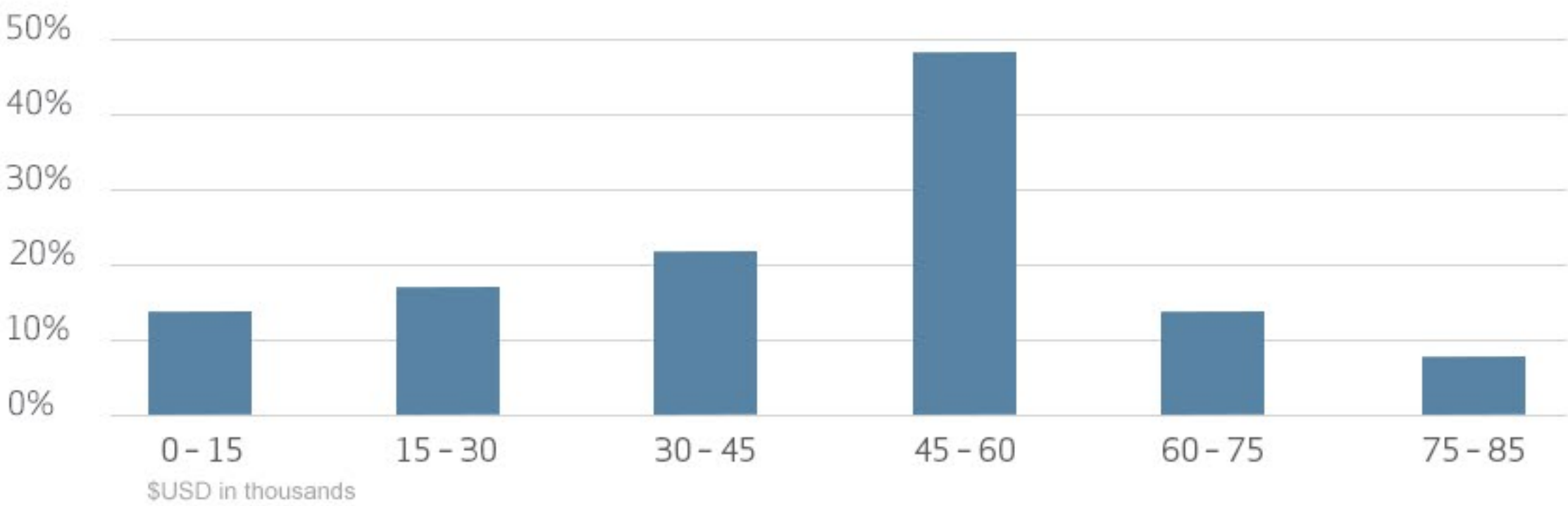
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Save and Continue

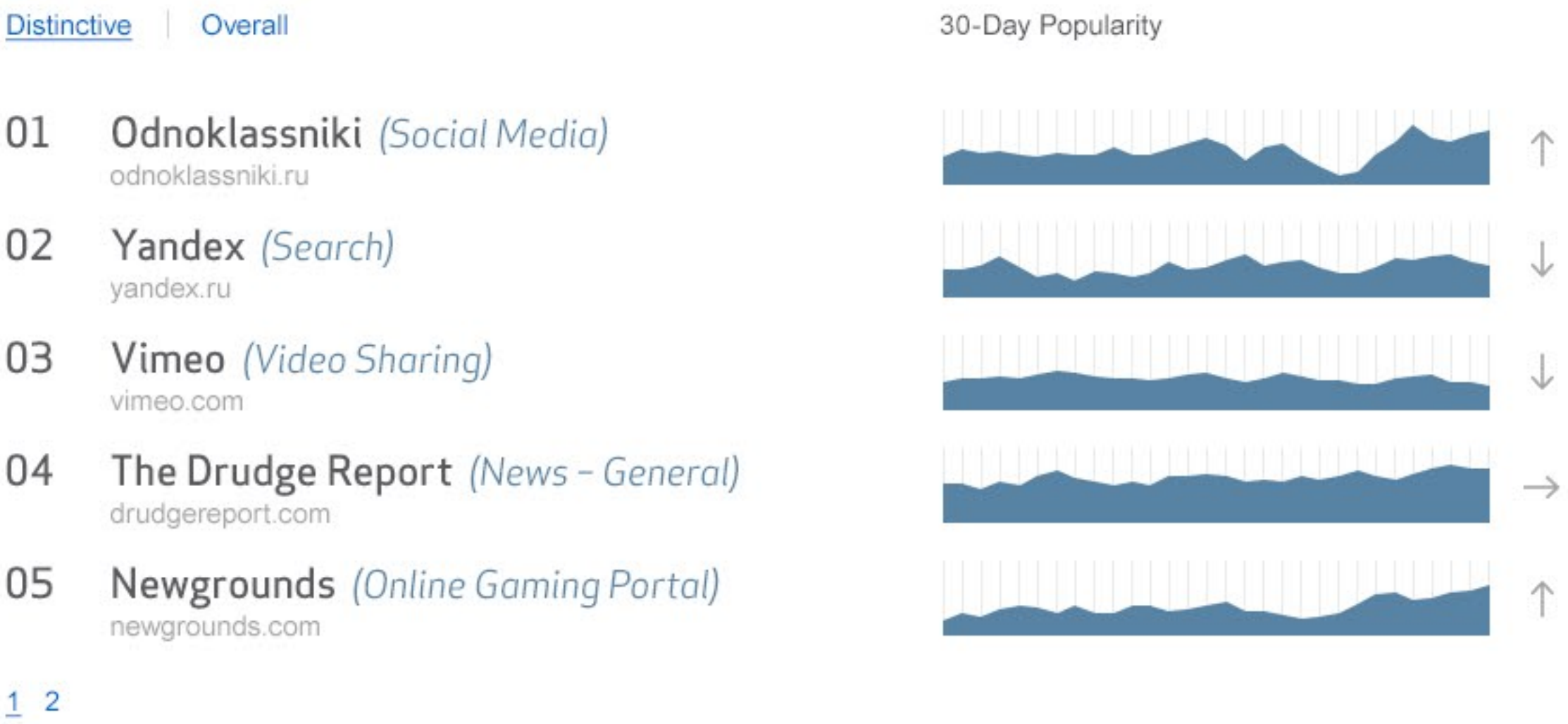
User Concentration



Household Income



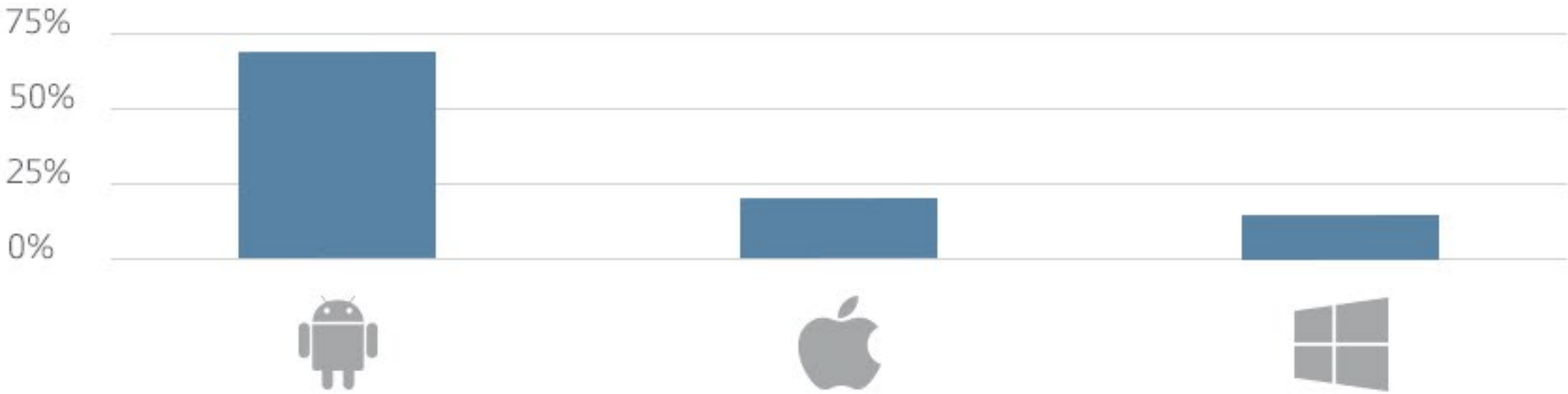
Popular Sites *Filtered*



Phone vs. Tablet



Mobile Operating System



Popular iOS Apps by Purchase

Distinctive

Overall

Filters: [add +](#) [Safesearch](#)

Rank	Name	Type	Company	Trend
01	Heads Up!	Game	Warner Bros.	Up
02	Minecraft – Pocket Edition	Game	Mojang	Down
03	Afterlight	Photo – Editing	Afterlight Collective, Inc.	Down
04	Sleep Cycle Alarm Clock	Scheduling	Northcube AB	Same
05	Rules!	Game	TheCodingMonkeys	Up
06	7 Minute Workout Challenge	Fitness	Fitness Guide, Inc.	Up
07	Videoshop – Video Editor	Video – Editing	Joseph Riquelme	Same
08	Buddyman: Kick 2	Game	Crazylion Studios Limited	Down
09	Micromon	Game	Pocket Trend	Up
10	Geometry Dash	Game	Robert Topala	Down

+ Create New Tile

Audience

Learn more about your audience.

Example Audience

Enter Criteria:

Enter text...

✓

Query Builder

Texas Bikers

Audience Size: 1.6M

2

Cost

Unique

Value

Contains

Clear All

Motorcycles

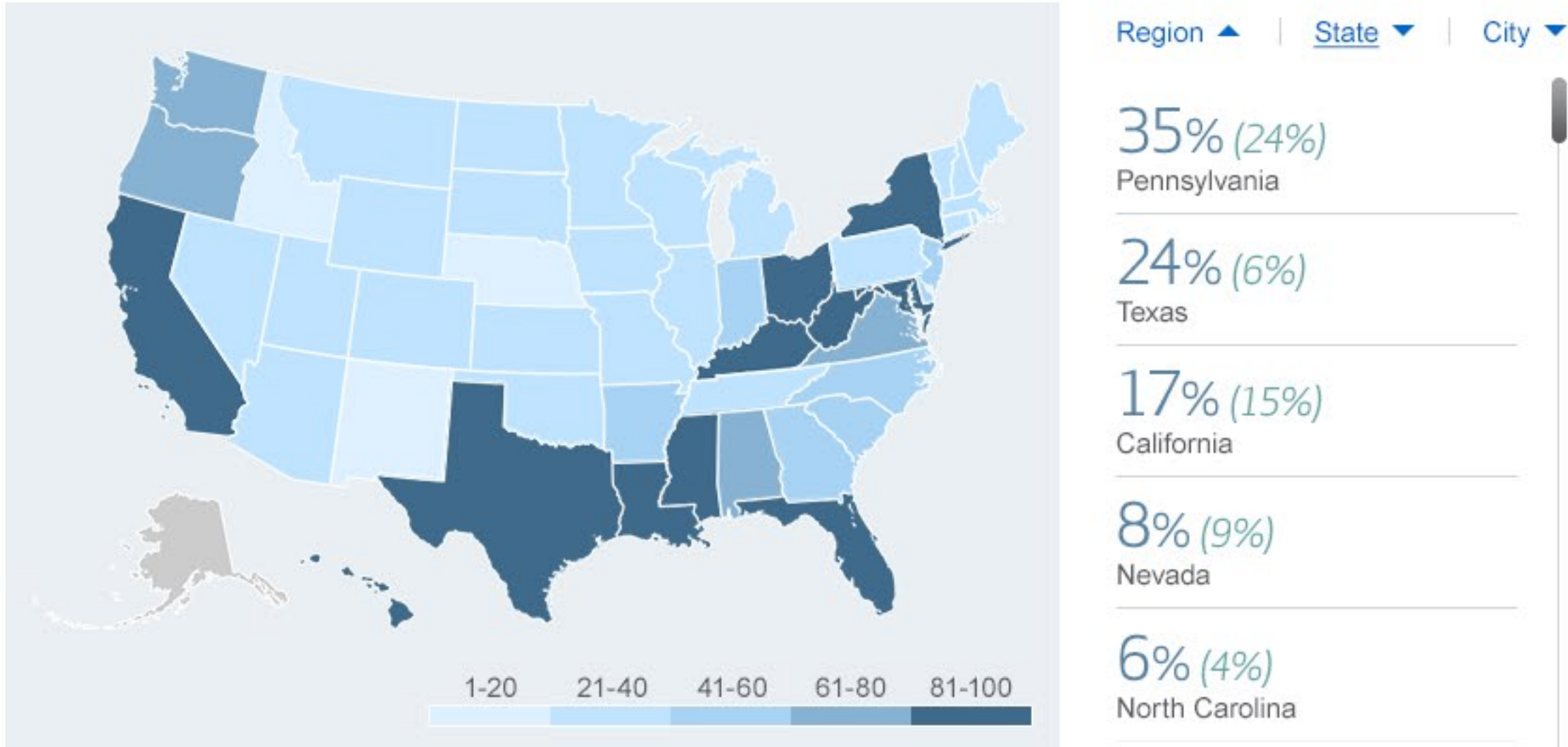
Lives in Texas

FiOS TV

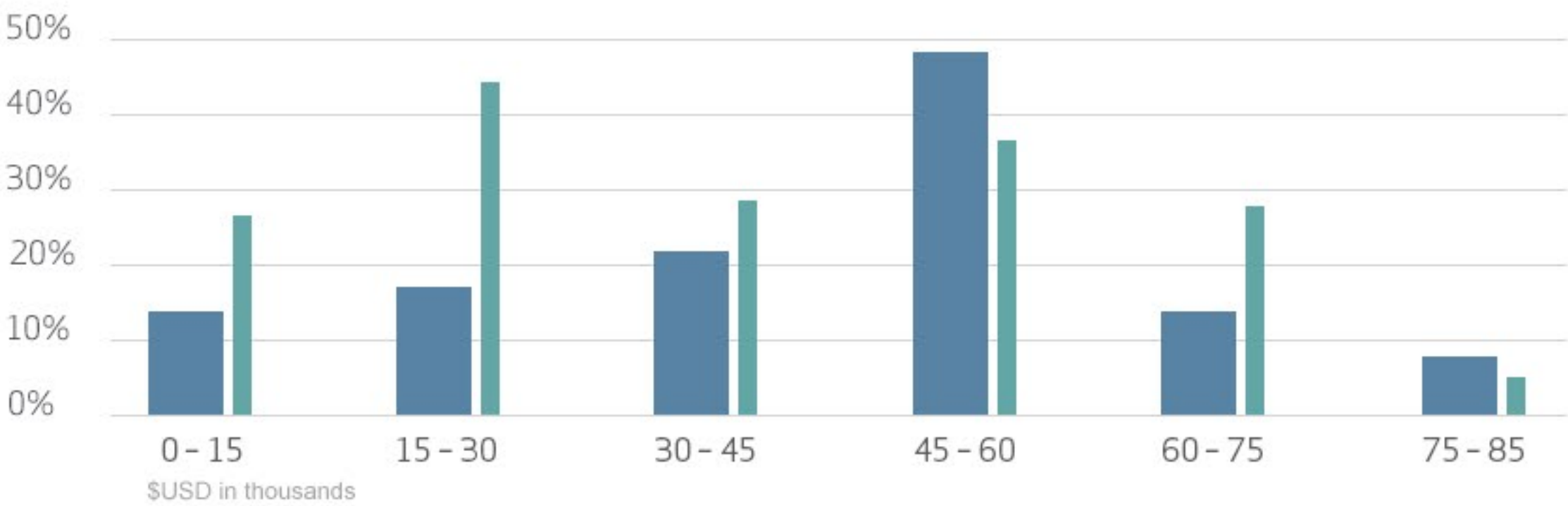
Pep Boys

Save and Continue

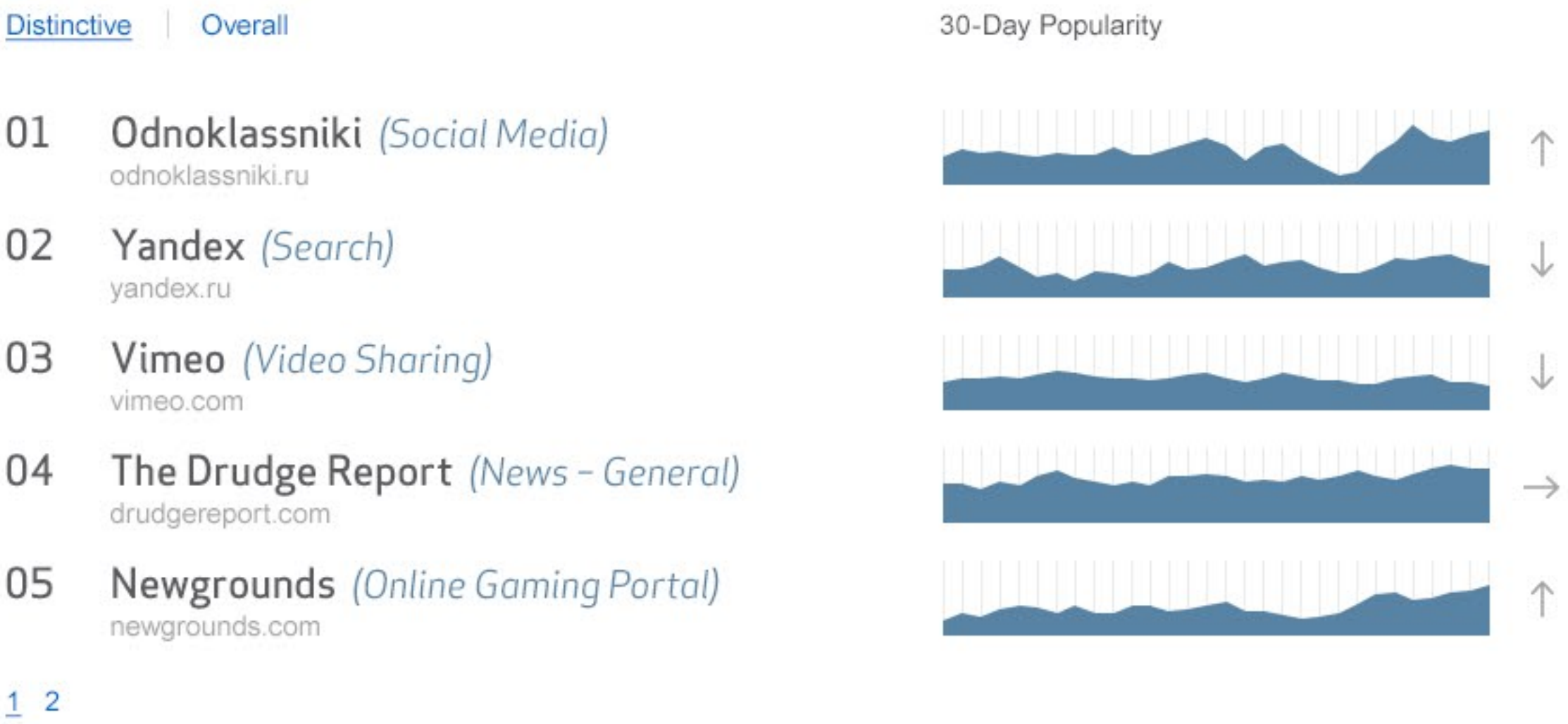
User Concentration



Household Income



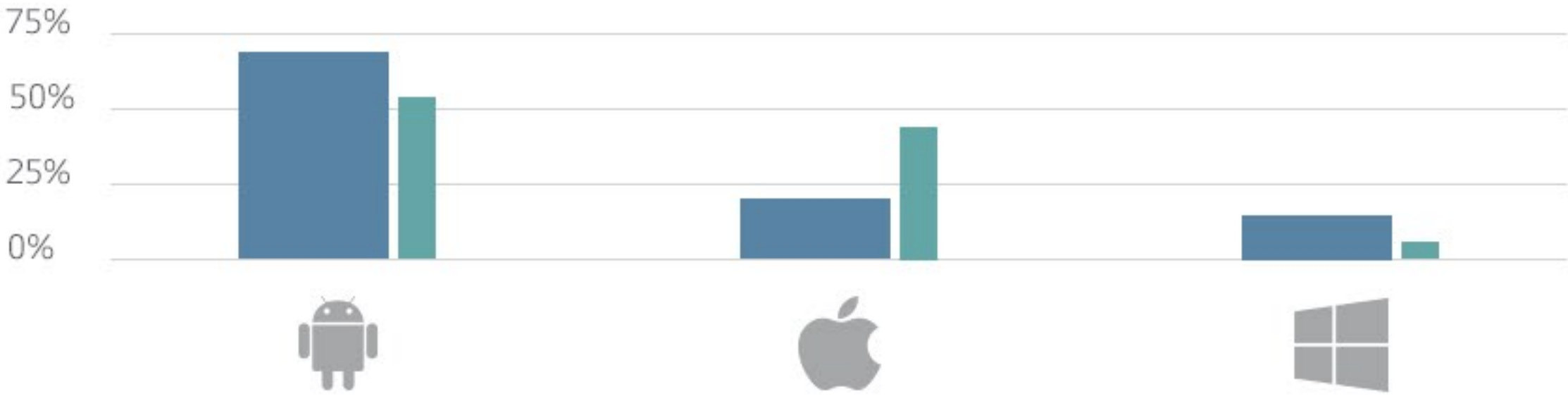
Popular Sites *Filtered*



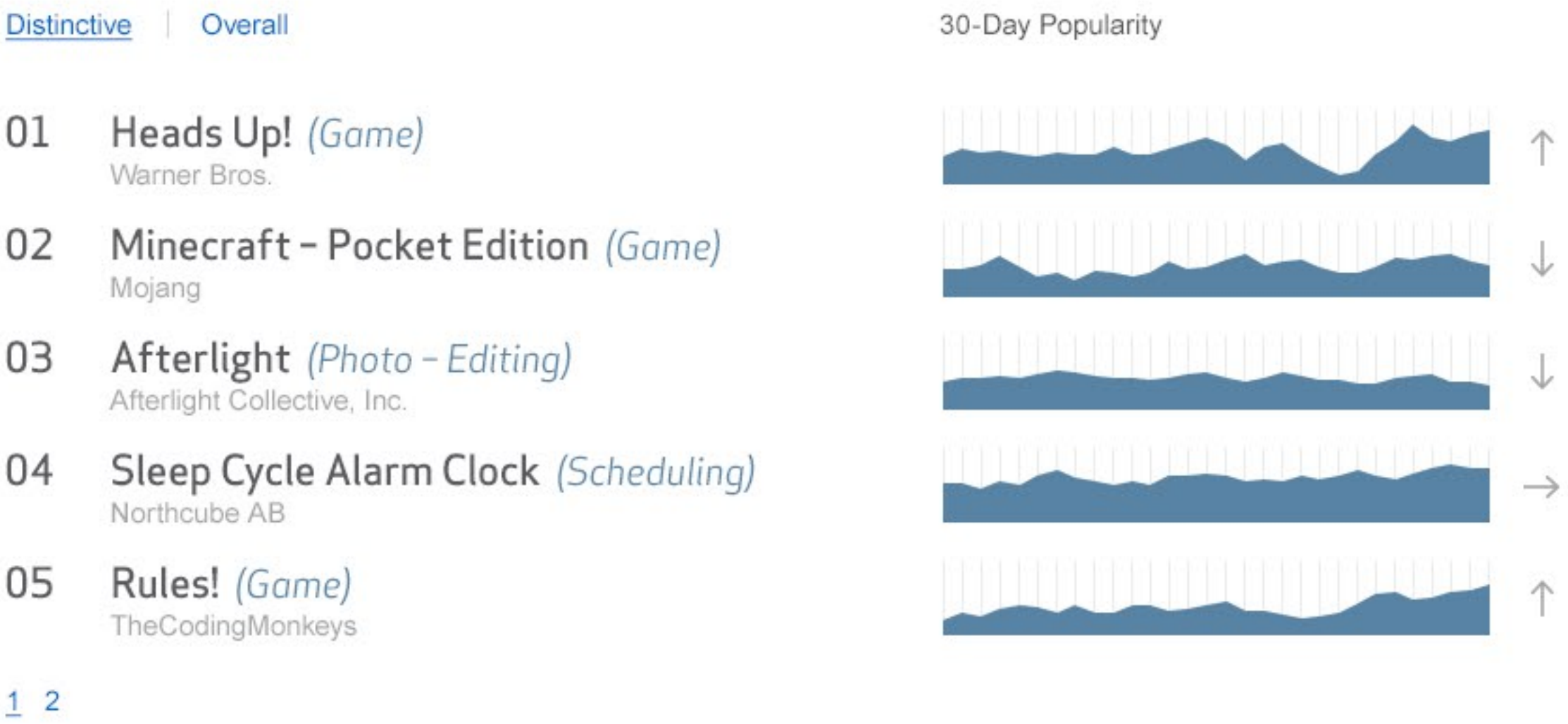
Phone vs. Tablet



Mobile Operating System



Popular iOS Apps by Purchase *Filtered*



+ Create New Tile

Audience

Learn more about your audience.

Example Audience

Enter Criteria:

Enter text...

✓

Query Builder

Texas Bikers

Audience Size: 1.6M

2

Cost

Unique

Value

Contains

Clear All

Motorcycles

Lives in Texas

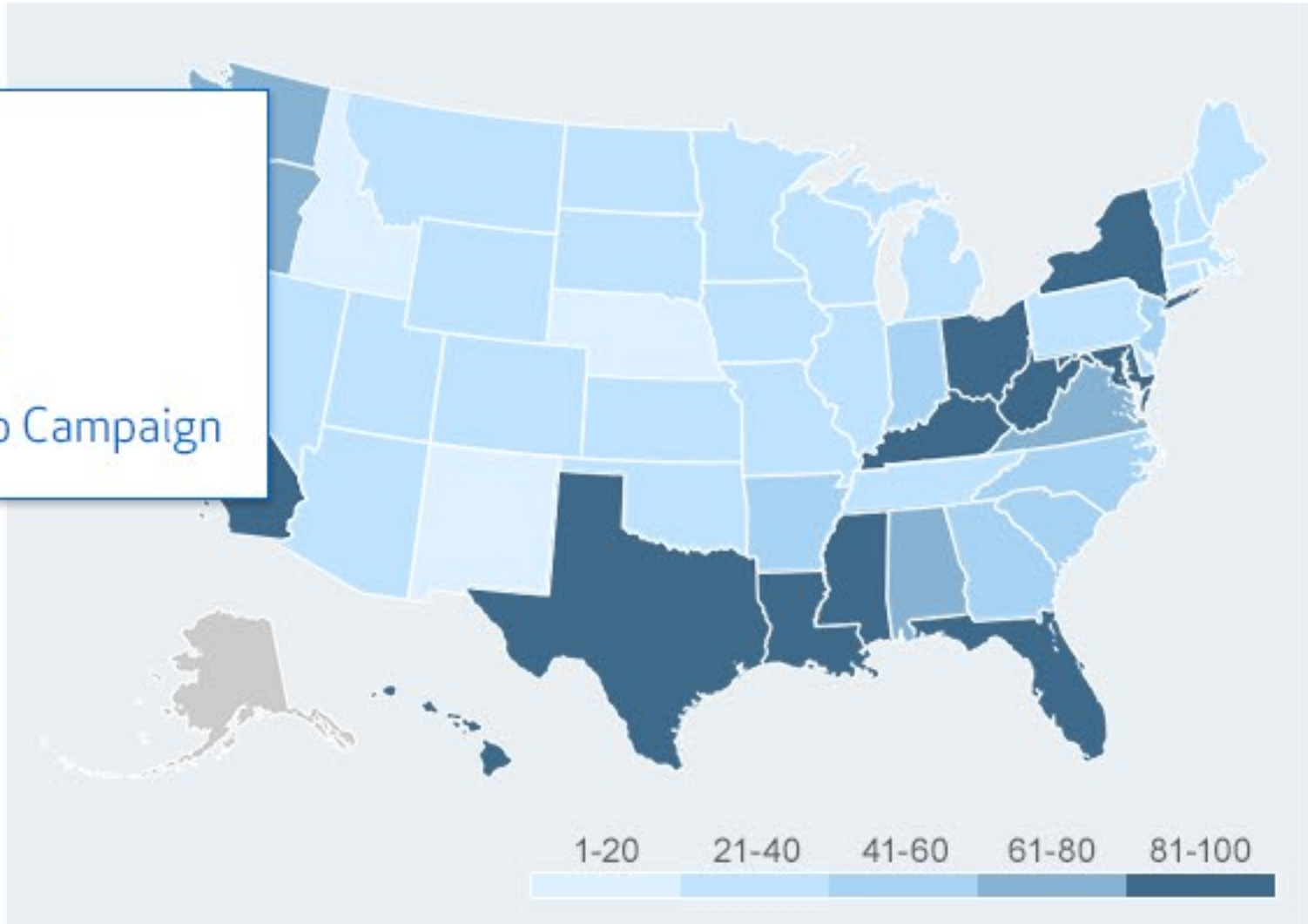
FiOS TV

Pep Boys

Save and Continue

- Save
- Load
- Share
- Add to Campaign

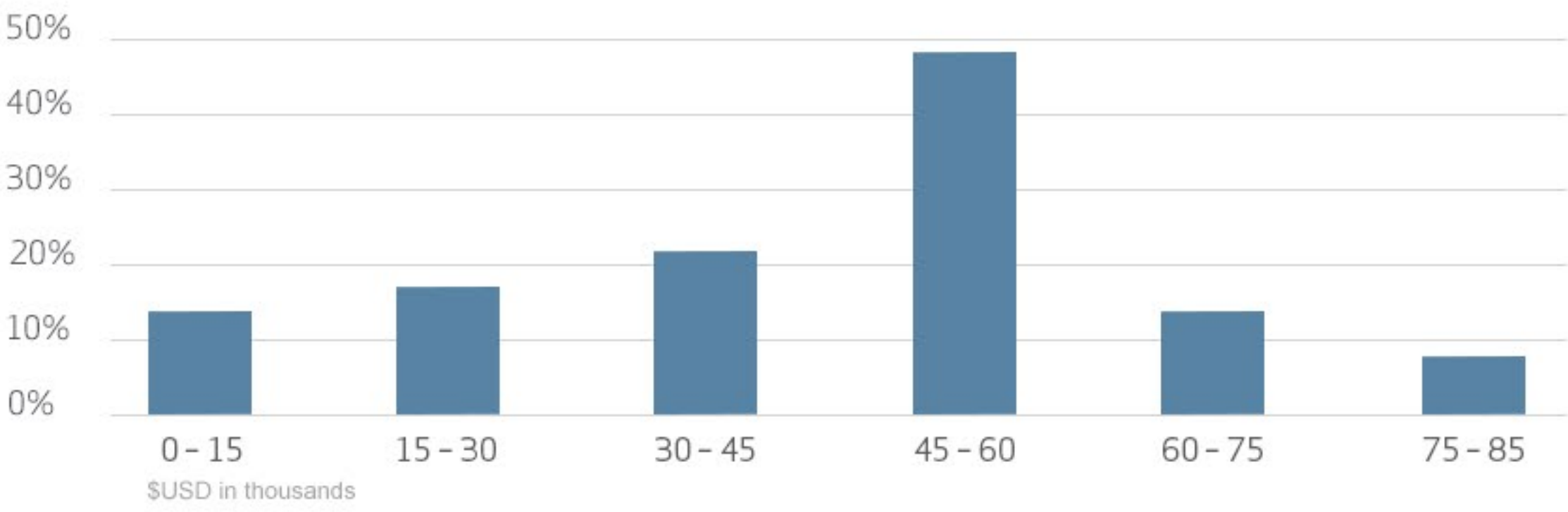
User Concentration



Region | State | City

35% (24%)	Pennsylvania
24% (6%)	Texas
17% (15%)	California
8% (9%)	Nevada
6% (4%)	North Carolina

Household Income



Popular Sites *Filtered*

Distinctive | Overall

30-Day Popularity

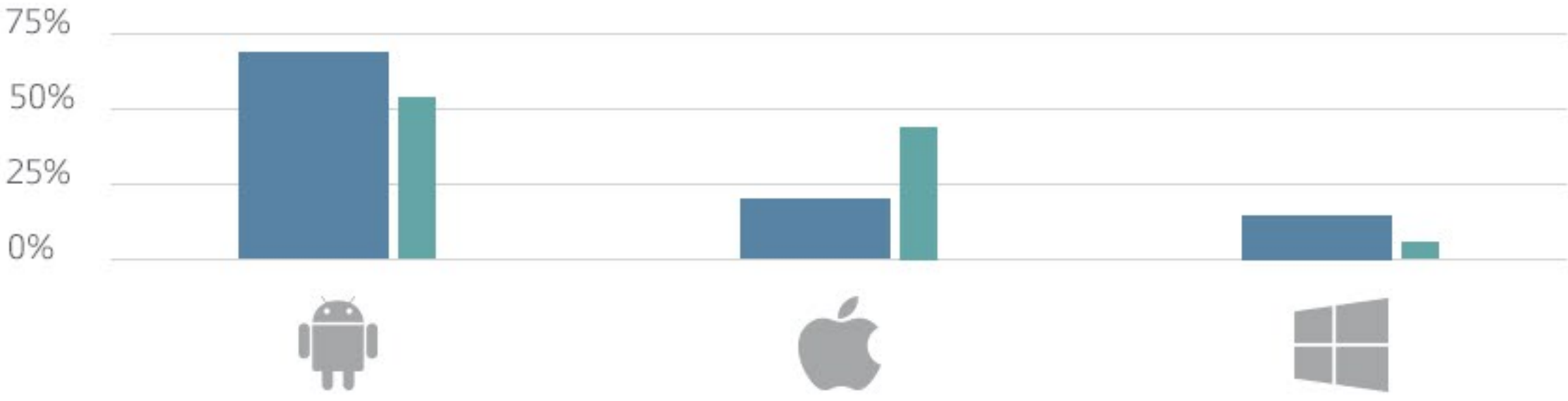
01	Odnoklassniki (Social Media)	odnoklassniki.ru		↑
02	Yandex (Search)	yandex.ru		↓
03	Vimeo (Video Sharing)	vimeo.com		↓
04	The Drudge Report (News - General)	drudgereport.com		→
05	Newgrounds (Online Gaming Portal)	newgrounds.com		↑

1 2

Phone vs. Tablet



Mobile Operating System



Popular iOS Apps by Purchase *Filtered*

Distinctive | Overall

30-Day Popularity

01	Heads Up! (Game)	Warner Bros.		↑
02	Minecraft - Pocket Edition (Game)	Mojang		↓
03	Afterlight (Photo - Editing)	Afterlight Collective, Inc.		↓
04	Sleep Cycle Alarm Clock (Scheduling)	Northcube AB		→
05	Rules! (Game)	TheCodingMonkeys		↑

1 2

+ Create New Tile



Campaign

This portion will show how a new campaign is created from an audience. It will also demonstrate running and optimizing a simulation, monitoring an active campaign, and setting up a campaign alert.



Campaign

Create new campaigns, compare audiences within a campaign, and run simulations.

Create Campaign



Name:

Description:

Team:

Campaign Start:

Date

▼

Campaign End:

Date

▼

Overall Budget:

Channel:

None Selected...

▼

Save



Campaign

Create new campaigns, compare audiences within a campaign, and run simulations.

Example Campaign



Name:

Example Campaign

Description:

This campaign will help illustrate how to progress through the ABI interface.

Team:

John Doe

Jane Roe (Owner)

Campaign Start:

01/01/14

Date

Campaign End:

01/01/15

Date

Overall Budget:

\$650,000

Channel:

Email (Verizon)

Name:

Enter text...

Channel Budget:

Enter budget...

Audience:

Texas Bikers

Success Threshold:

Select

after

Enter date...

Date

Send Date:

Enter date...

Send Time:

Enter time...

From Name:

Enter name...

From Email:

Enter email address...

Subject:

Enter text...

Preheader:

Enter text...

Link Tracking:

Enter text...

Recipients: Enter addresses seperated by commas or [upload a list](#)

Enter recipients...

Preview: [Click to upload](#)

Source: [Click to upload](#)

Save

+ Add Channel



Campaign

Create new campaigns, compare audiences within a campaign, and run simulations.

Campaign Dashboard



+

New

Example Campaign	
<i>Pending</i>	Email (Verizon)
01.01.14	01.01.15

Example Campaign



Name:

Example Campaign

Description:

This campaign will help illustrate how to progress through the ABI interface.

Team:

John Doe

Jane Roe (Owner)

Campaign Start:

01/01/14

Date

Campaign End:

01/01/15

Date

Overall Budget:

\$650,000

\$450K Applied / \$200K Available

Run Simulation

Overall Summary

Budget: \$650 K, \$200K available

Email: Verizon, \$450K

Verizon Email Channel

Channel:

Email (Verizon)

Name:

Verizon Email Campaign

Channel Budget:

\$450,000

Audience:

Texas Bikers

Success Threshold:

700,000

Opens

after

01/01/15

Date

Send Date:

12/25/14

Send Time:

14:00:00

From Name:

Example

From Email:

example@example.com

Subject:

Welcome to Example!

Preheader:

Welcome to Example!

Link Tracking:

https://bit.ly/0123456789

Recipients:

Enter addresses seperated by commas or upload a list

Texas List 5

Preview:

Click to upload

Source:

Click to upload

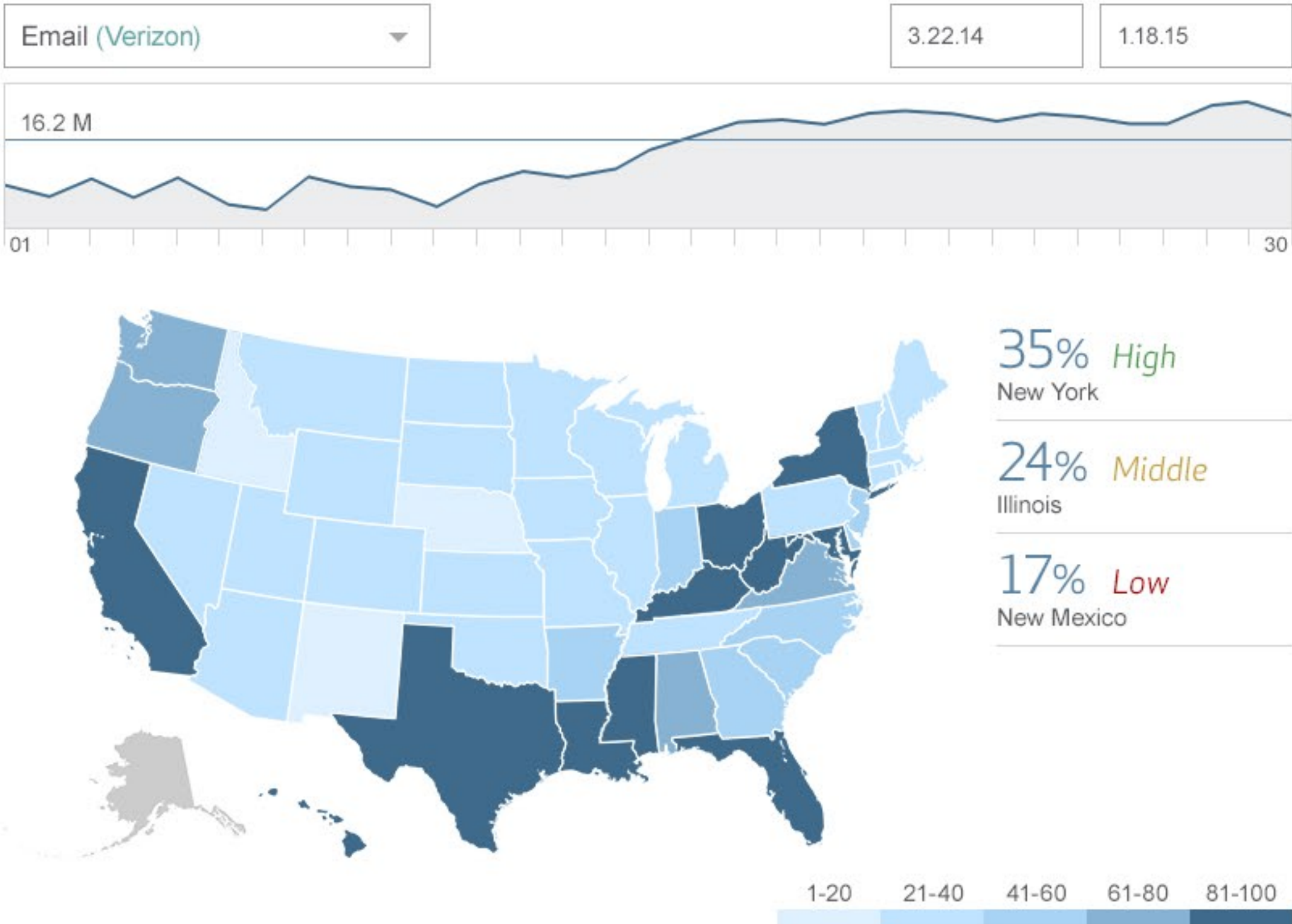
Run Simulation

+ Add Alert

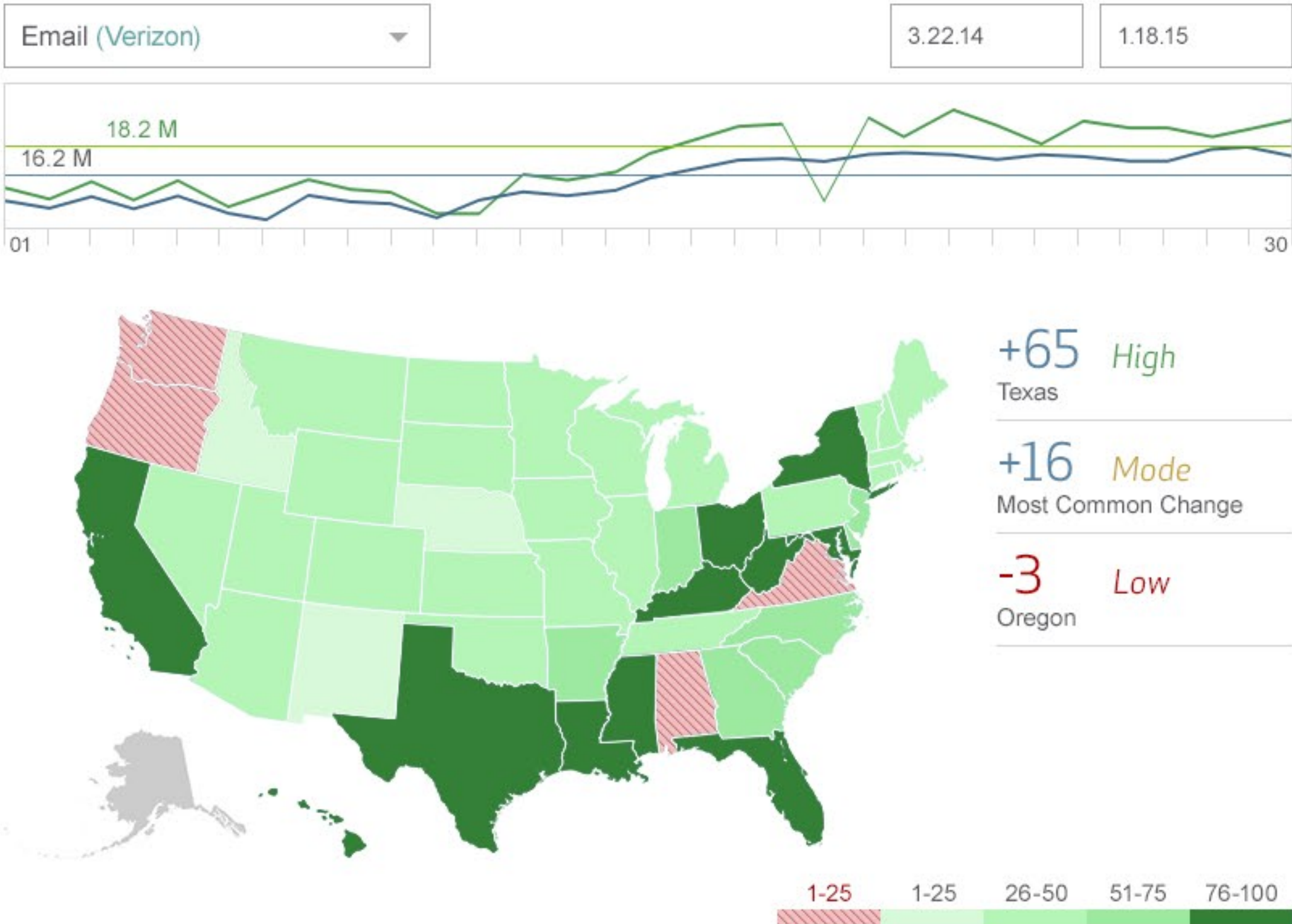
Save

+ Add Channel

Expected Results



Optimized Simulation



Adjusted Audience Criteria

- Audience 1

From Age 20-34 to Millenials

+23
- Audience 2

From \$20-35K to \$15-35K

+12
- Audience 3

From Phone to Phone & Tablet

+5
- From High Music to Medium Music

+3
- From Low Video to High Video

+2

Run Simulation with Adjusted Criteria

Unmodified Simulation

Apply Changes

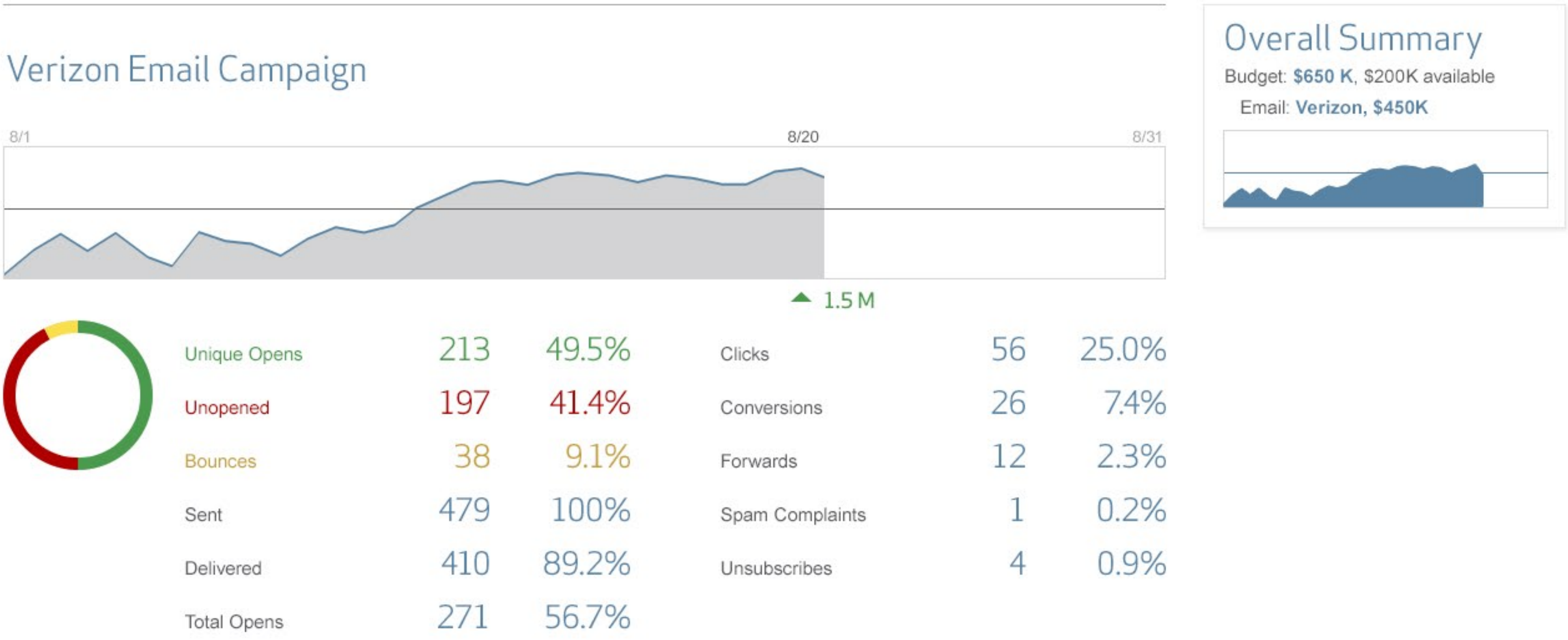
Campaign

Create new campaigns, compare audiences within a campaign, and run simulations.

Campaign Dashboard



Example Campaign





Campaign

Create new campaigns, compare performance

Campaign Dashboard

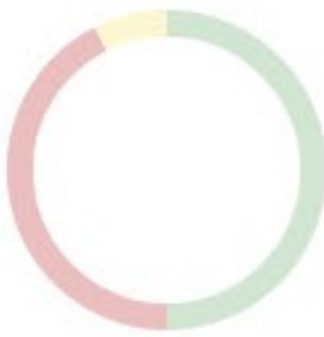
+

New



Example Campaign

Verizon Email Campaign



Unique Opens

213

49.5%

Clicks

56

25.0%

Unopened

197

41.4%

Conversions

26

7.4%

Bounces

38

9.1%

Forwards

12

2.3%

Sent

479

100%

Spam Complaints

1

0.2%

Delivered

410

89.2%

Unsubscribes

4

0.9%

Total Opens

271

56.7%

Channel:

Email (Verizon)

Name:

Verizon Email Campaign

Channel Budget:

\$450,000

Audience:

Texas Bikers

Success Threshold:

700,000

Opens

after

01/01/15

Date

Send Date:

12/25/14

Send Time:

14:00:00

From Name:

Example

From Email:

example@example.com

Subject:

Welcome to Example!

Preheader:

Welcome to Example!

Link Tracking:

https://bit.ly/0123456789

Recipients: Enter addresses seperated by commas or upload a list

Texas List 5

Preview: Click to upload

Source: Click to upload

Save

Set Up Alert

Name:

Enter text...

Success Threshold:

Select

after

Enter date...

Date

Recipients:

Message:

Save



Overall Summary

Budget: \$650 K, \$200K available

Email: Verizon, \$450K



+ Add Alert

+ Add Channel



Suitcase

The Suitcase serves as an account hub and a launchpad. Users can view and search audiences and campaigns they have pinned as well as create new ones. They can also manage their shared content, generated reports, and view their activity within the product.

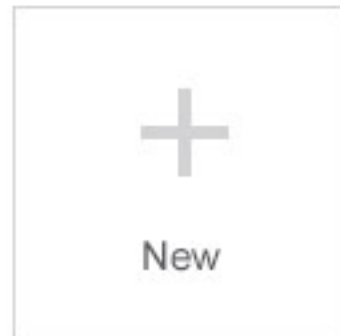


Suitcase

Manage and track audiences, campaigns, reports, and shared content.

Pinned Audiences

🔍 Recently Pinned ▾



California Custom Choppers

2 Audience Size
3.7M

Trend: Down

California Gear Heads

3 Audience Size
3.4M

Trend: Up

Dallas Gamers

4 Audience Size
2.9M

Trend: Up

Austin Gamers

2 Audience Size
3.1M

Trend: Up

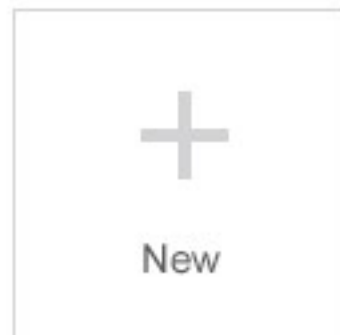
Houston Gamers

2 Audience Size
2.3M

Trend: Down

Pinned Campaigns

🔍 Active Date ▾



Harley Davidson Terrell

Active Email
01.01.14 01.01.15

Myriad Fall Ad Unit Push

Active Display
8.01.14 11.15.14

Thompson Automotive

Active Email
03.22.14 1.18.15

Thompson Fall Ad Unit Push

Active Display
8.01.14 11.15.14

Marriott Cabo San Lucas Summer Splash

Active Display
8.01.14 11.15.14

Shared Content



From: [Jane Roe](#)

2:26 PM 📎

California Custom Choppers

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna.



To: [John Doe](#), [Jack Crawford](#), [Mary Welsh](#)

09/23/2014 📎

RE: Trek Retargeting

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna.



From: [Bob Garrett](#)

08/15/2014 📎

HBO Billboard

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia



Reports

Trek Retargeting

Link Activity

Generated 10/07/2014

Doritos PoS

Full Report

Generated 09/13/2014

HBO Billboard

Full Report

Generated 09/13/2014



Activity



10/07/2014

You pinned [California Custom Choppers](#) audience



10/07/2014

You pinned [California Gear Heads](#) audience



10/04/2014

You created [Harley Davidson Black Friday Email](#) campaign

09/23/2014

[Jane Roe](#) shared [California Custom Choppers](#) audience with you



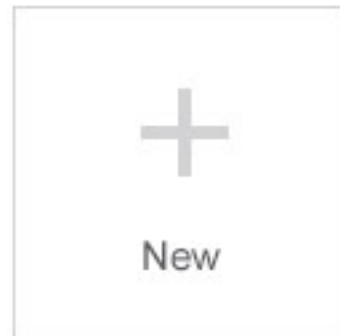
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Manage and track audiences, campaigns, reports, and shared content.

Pinned Audiences



Recently Pinned ▾



California Custom Choppers



Trend: Down

California Gear Heads



Trend: Up

Dallas Gamers



Trend: Up

Austin Gamers



Trend: Up

Houston Gamers

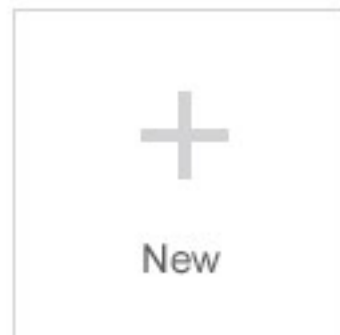


Trend: Down

Pinned Campaigns



Active Date ▾



Harley Davidson Terrell



Active

Email

Myriad Fall Ad Unit Push



Active

Display

Thompson Automotive



Active

Email

Thompson Fall Ad Unit Push



Active

Display

Marriott Cabo San Lucas Summer Splash



Active

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Shared Content

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2:26 PM

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08/15/2014

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Link Activity

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10/04/2014

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09/23/2014

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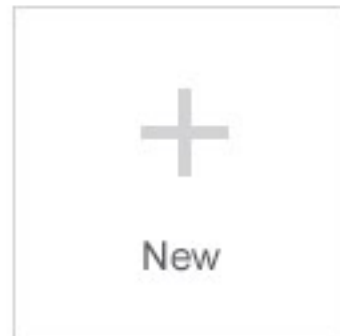


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🔍 Recently Pinned ▾



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2 Audience Size
3.7M

Trend: Down

California Gear Heads

3 Audience Size
3.4M

Trend: Up

Dallas Gamers

4 Audience Size
2.9M

Trend: Up

Austin Gamers

2 Audience Size
3.1M

Trend: Up

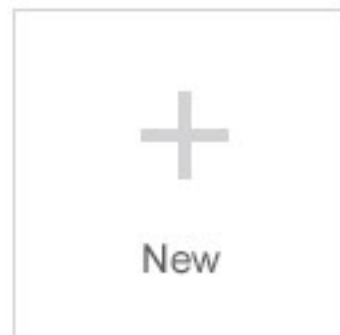
Houston Gamers

2 Audience Size
2.3M

Trend: Down

Pinned Campaigns

🔍 Active Date ▾



Harley Davidson Terrell

Active Email
01.01.14 01.01.15

Myriad Fall Ad Unit Push

Active Display
8.01.14 11.15.14

Thompson Automotive

Active Email
03.22.14 1.18.15

Thompson Fall Ad Unit Push

Active Display
8.01.14 11.15.14

Marriott Cabo San Lucas Summer Splash

Active Display
8.01.14 11.15.14

Shared Content



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08/15/2014 📎

HBO Billboard

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia



Reports

Trek Retargeting

Link Activity

Generated 10/07/2014

Doritos PoS

Full Report

Generated 09/13/2014

HBO Billboard

Full Report

Generated 09/13/2014



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10/07/2014

You pinned [California Gear Heads](#) audience



10/04/2014

You created [Harley Davidson Black Friday Email](#) campaign

09/23/2014

[Jane Roe](#) shared [California Custom Choppers](#) audience with you

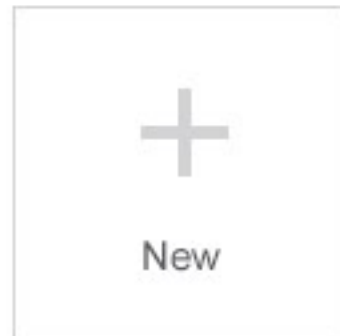


Suitcase

Manage and track audiences, campaigns, reports, and shared content.

Pinned Audiences

🔍 Recently Pinned ▾



California Custom Choppers

2 Audience Size
3.7M

Trend: Down

California Gear Heads

3 Audience Size
3.4M

Trend: Up

Dallas Gamers

4 Audience Size
2.9M

Trend: Up

Austin Gamers

2 Audience Size
3.1M

Trend: Up

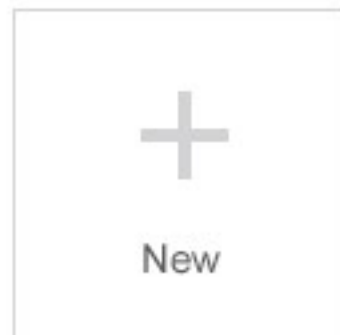
Houston Gamers

2 Audience Size
2.3M

Trend: Down

Pinned Campaigns

🔍 Active Date ▾



Harley Davidson Terrell

Active Email
01.01.14 01.01.15

Myriad Fall Ad Unit Push

Active Display
8.01.14 11.15.14

Thompson Automotive

Active Email
03.22.14 1.18.15

Thompson Fall Ad Unit Push

Active Display
8.01.14 11.15.14

Marriott Cabo San Lucas Summer Splash

Active Display
8.01.14 11.15.14

Shared Content



From: [Jane Roe](#)

2:26 PM 📧

California Custom Choppers

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna.



To: [John Doe](#), [Jack Crawford](#), [Mary Welsh](#)

09/23/2014 📧

RE: Trek Retargeting

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From: [Bob Garrett](#)

08/15/2014 📧

HBO Billboard

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Reports

Trek Retargeting

Link Activity

Generated 10/07/2014

Doritos PoS

Full Report

Generated 09/13/2014

HBO Billboard

Full Report

Generated 09/13/2014



Activity



10/07/2014

You pinned [California Custom Choppers](#) audience



10/07/2014

You pinned [California Gear Heads](#) audience



10/04/2014

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09/23/2014

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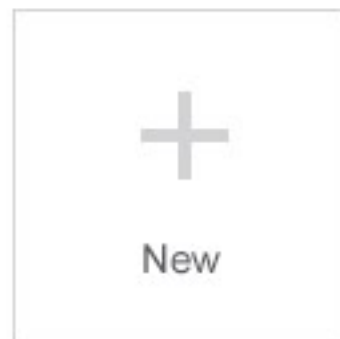


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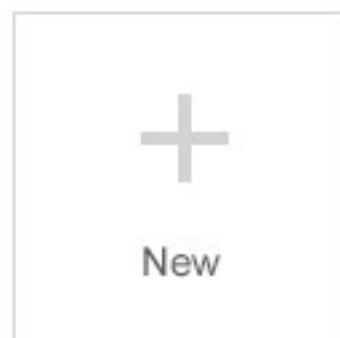
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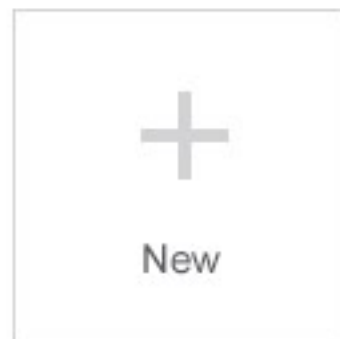


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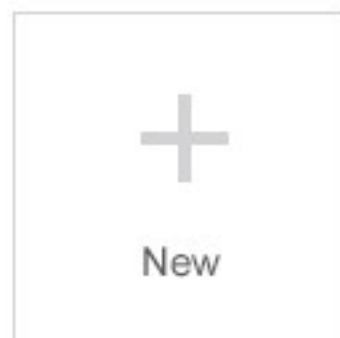
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To: John Doe, Jack Crawford, Mary Welsh

09/23/2014 📄

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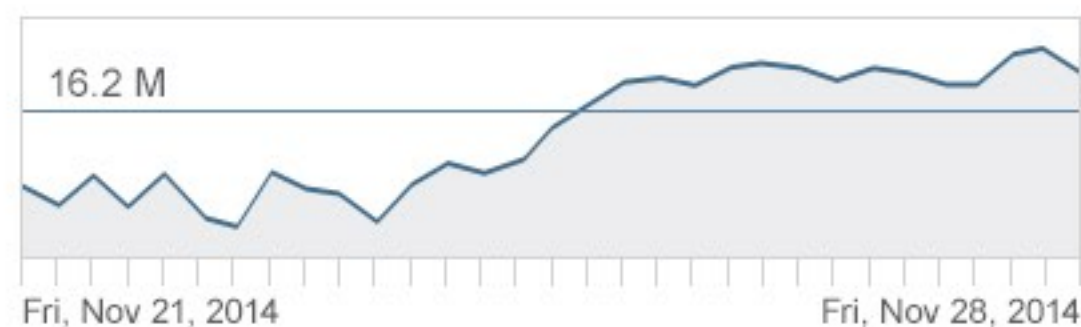
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RE: Trek Retargeting

Shared Content (shared 09/23/2014 by [username](#))



[older](#) | [newer](#)



Highlights

Best Overall Performance

2.7M Audience Reach

Friday, November 28, 2014

Best Audience Performance

1.2M Audience Reach

Texas Street Cyclists

Best Channel Performance

213 Unique Clicks

Sun & Ski Sports Takeover

[View Campaign >](#)

Tuesday, October 7, 2014 at 2:26 PM

From: [Mary Welsh](#)

To: [Username](#), [John Doe](#), [Jack Crawford](#)

I think it performed as anticipated. Has anyone thought of a way to improve our reach to the targeted audiences? A thought I had was to try the campaign again late winter... sometime after the holidays but before spring. That might be an opportune time to sell during our "off" season.

Tuesday, September 23, 2014 at 10:34 AM

From: [Username](#)

To: [John Doe](#), [Jack Crawford](#), [Mary Welsh](#)

Hey guys,

Hi guys, I hope you're all doing well. I just wanted to check in with you all and see how the campaign is going. I think it's doing pretty well, but I want to make sure we're reaching the right audience. I'll be looking at the data and making adjustments as needed. Let me know if you have any feedback or suggestions. Thanks!

Cancel

Submit

To: [John Doe](#), [Jack Crawford](#), [Mary Welsh](#)

09/23/2014

RE: Trek Retargeting

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From: [Bob Garrett](#)

08/15/2014

HBO Billboard

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Full Report

Generated 09/23/2014

HBO Billboard

Full Report

Generated 08/15/2014

Audience

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10/04/2014

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08/22/2014

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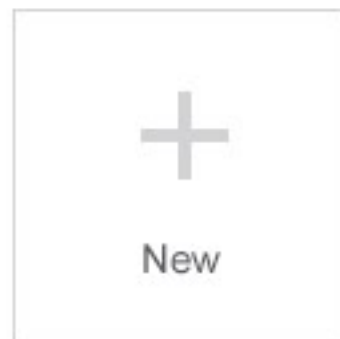


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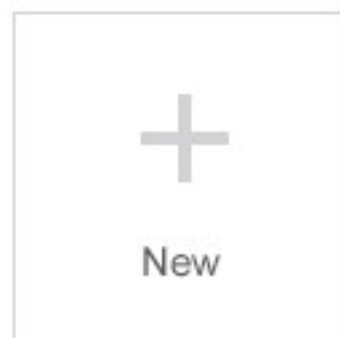
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Trend: Down

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From: Jane Roe

2:26 PM 📎

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08/15/2014 📎

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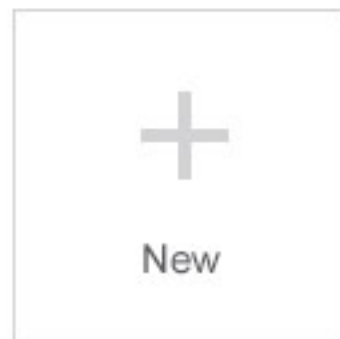


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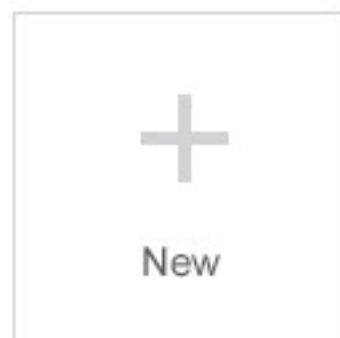
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2:26 PM 📄

09/23/2014 📄

08/15/2014 📄

Archive?



Reports

Trek Retargeting

Link Activity

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Doritos PoS

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