

# DIGITAL AUDIENCE PROFILER

## Improve Conversion Rates, Activate Audiences, Drive Revenue

### YOU SHOULD KNOW

- ▶ In 2019 Americans spent \$587 billion on electronic commerce.<sup>1</sup>
- ▶ Advertisers spent more than \$129 billion in digital advertising.<sup>2</sup>
- ▶ Digital advertising surpassed traditional advertising.
- ▶ 90% of American homes have 3 or more devices connected to the internet.<sup>3</sup>
- ▶ 290 million cellphone subscribers in United States.<sup>4</sup>

### MARKETING CHALLENGES

Migration to the internet, full market penetration of cellular technology and the world's first digital generation (millennials) are driving three strategic challenges:

1. Reconciling data across channels and devices
2. Implementing customer journey management
3. Attributing behavior to a specific event

## INTRODUCING THE DIGITAL AUDIENCE PROFILER POWERED BY THE SUPER IDENTITY GRAPH

The Digital Audience Profiler adds context to numeric digital device identifiers. The Super Identity Graph is a foundational data layer that enables a universal view of unidentified digital audiences. This facilitates activation, improves conversion rates and drives incremental revenue.



**6  
BILLION**  
DATA POINTS



**226  
MILLION**  
AMERICANS



**1  
BILLION**  
MOBILE AD IDs



**911  
MILLION**  
HASHED  
EMAIL  
ADDRESSES



**700  
MILLION**  
I.P.  
ADDRESSES

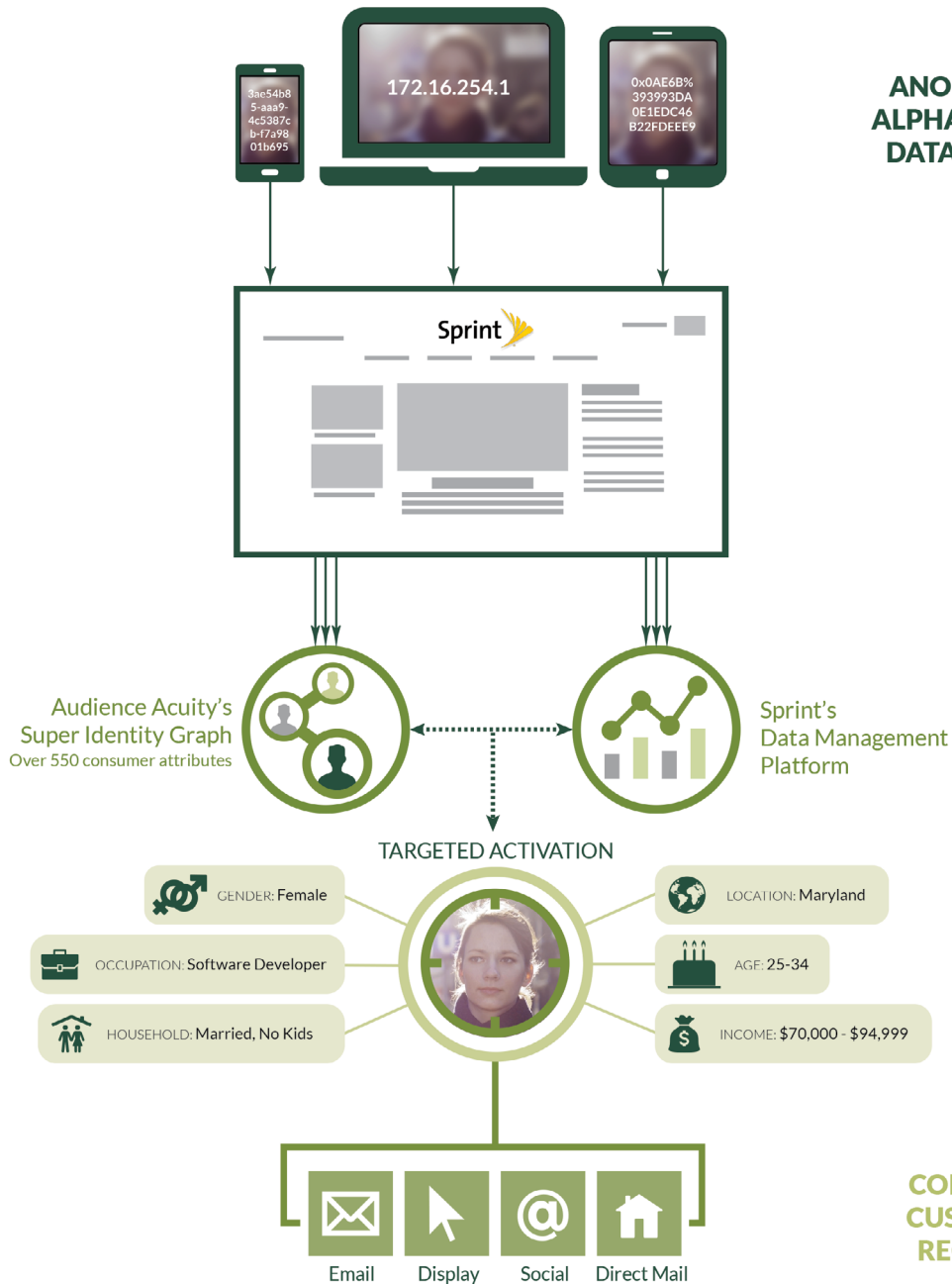


**226  
MILLION**  
SOCIAL  
HANDLES



**OVER  
500**  
ATTRIBUTES

# YOUR ROAD MAP TO DIGITAL AUDIENCE PROFILER INTEGRATION



## TEST THE DIGITAL AUDIENCE PROFILER

Your results include:



Custom profile report



Match test



Return on investment analysis

ALL DELIVERED IN LESS THAN 90 DAYS

audience  
**ACUITY**

[audienceacuity.com](http://audienceacuity.com)

10845 Griffith Peak Dr. Ste 200

Las Vegas NV 89135

[info@audienceacuity.com](mailto:info@audienceacuity.com)



<sup>1</sup> <https://content-na1.emarketer.com/us-ecommerce-2019>  
<sup>2</sup> <https://www.vox.com/2019/2/20/18232433/digital-advertising-facebook-google-growth-tv-print-emarketer-2019>  
<sup>3</sup> <https://www.vox.com/2014/11/18/11632960/more-than-90-percent-of-u-s-households-have-three-or-more-devices>  
<sup>4</sup> <https://cellphones.lovetoknow.com/how-many-cell-phones-are-us>