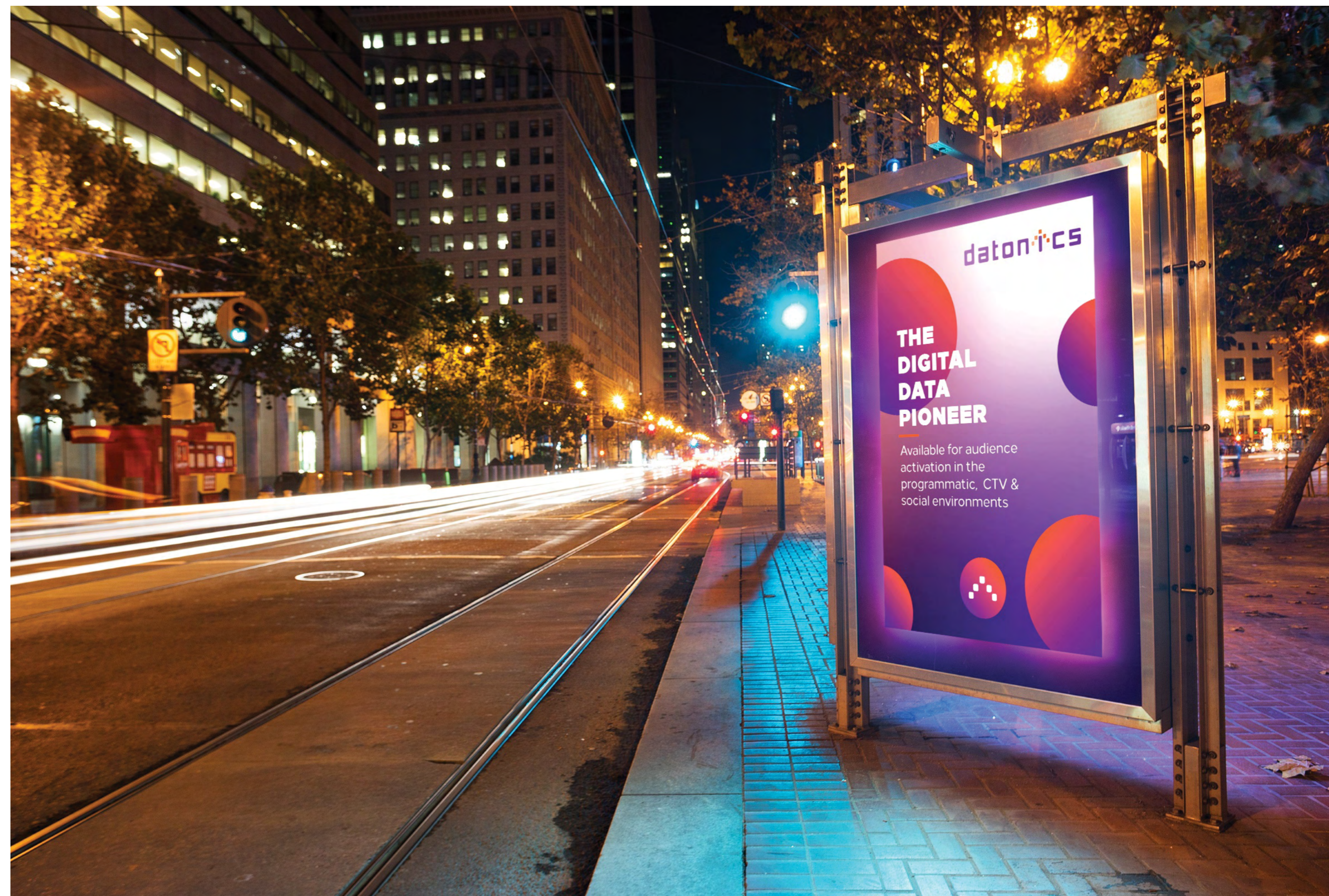# daton·i·cs Audiences

Datonics was among the first data companies to start powering programmatic platforms with interest and intent data during the nascent stages of real time bidding. Today, we carry a robust offering of data types on 500M+ cookies, 250M+ MAIDs & 200M HEMs in the US and Canada.

THE DIGITAL DATA PIONEER

Available for audience activation in the programmatic, CTV & social environments

Direct Integrations With Your DSPs/DMPs

» Faster custom segment turnaround time
» No third party distributors means minimized volume loss and maximized scale
» No middlemen so advertisers pay favorable pricing

salesforce · theTradeDesk · xandr · yahoo! · MediaMath

Basis Technologies · Display & Video 360 · AMOBEE · TruAudience Formerly TRUEPT3K · Simpli.fi

CTV Audiences

Scalable audiences tested daily to ensure 95% accuracy across households

Social Audiences

Full audience targeting and attribution solution for the Facebook/Instagram platform

Data Solutions Team

✉ data@datonics.com

» General Overview
» Request Taxonomy
» Audience Recommendations
» Custom Segments
» Request A Data Plan

datonics

Learn more & request a data plan
✉ data@datonics.com

AUTOMOTIVE

Auto Parts & Services
Other Vehicles
Motorcycles
Coupe / Sport
Convertible
Hybrid / Green
Pickup & Trucks
Passenger Cars
SUV / Minivan
Crossover
100+ Makes & Models

GAMING

Computer Games
Online Games
PlayStation
PSP
Xbox
Wii
Hardcore Games
Mobile Device Games

CAR RENTAL

Alamo
Avis etc

BUSINESS & INDUSTRY

Small Business
Office Electronics
Copiers & Fax Machines
Printers
Office Supply
Transportation & Logistics
Legal Services
Financial
I.T.
Business Decision Makers
Small Business

STYLE & FASHION

Accessories
Beauty
Hair Care
Skin Care
Clothing
Children's Wear
Men's Wear
Women's Wear
Jewelry
Shoes & Footwear

FINANCE & MONEY

(Fair Lending Friendly
Segments Available)

Insurance
Credit Cards
Trade
Investments, Stocks
Bonds & Funds
Loans
Financial Services
Banks & Bank Services
Credit
Savings
Retirement / 401k
Tax
eCommerce Services
Paypal

DISCOUNT CLOTHES / RACK STORES

Ross
Marshalls
TJ Maxx
Kohl's
Big Lots!

DEMO

Premium Demo
HHI
Portfolio
Assets
Home Ownership

SPORTS

Enthusiasts/Fans (leagues)
Recreational sports
Fitness (Yoga/pilates, gym goers, cross-fit)

QSR

McDonalds
Jack In the Box
KFC
Popeyes

TECH ENTHUSIASTS

R&D
Apple Enthusiasts
Android Enthusiasts

HOME & GARDEN

Furnishing & Décor
Home Improvement
Garden
Do it Yourself (DIY)

CASUAL DINING

Red Lobster
Ruby Tuesday
Golden Corral

RETAIL/FOOTWEAR

Aldo
Clarks
DSW

CAREER & EMPLOYMENT

C-level Executives
Mid-level Positions
Entry-level Positions

SHOPPING INTENT

Etail
Value Shoppers
Coupon Shoppers

EDUCATION

Preschool
College & Admissions
Financial Aid
Online Courses

INTERNET & SOFTWARE

Anti-Virus
Social Networks / Web
Weblogs
Web Search
Webmail
Downloader
Cable & Internet Services

ELECTRONICS

Cameras
Computers
Desktops
Laptops
Tablets
Net books
Apple Products
Navigation & GPS
Dishwashers
Home Cinema
Refrigerator
Audio
TVs & HDTVs
Video/DVD
Washers & Dryers
Coffee Machines

TRAVEL

Camping
Car Rental
Cruises
Flights
Hotels/Motels
Other Transportation
Spas
Family Vacation

RETAIL / DEPARTMENT STORES

Dillards
Macys
Nordstrom
Sears
JC Penney

CLOTHING AND ACCESSORIES

H&M
Old Navy
Victoria Secret
Gap

CUSTOM SEGMENTS

KEYWORDS
Create an audience based on a list of keywords that they have interacted with while browsing online

LOCATION VISITS
Create an audience based on locations that a user has previously visited

BRAND AFFINITY
Create an audience based on their brand preferences

B2B
Create an audience based on their business profile