

datonics Social Audiences

The arrival of iOS14 and the deprecation of the IDFA leads to compromised targeting and attribution, meaning your visitor activity outside of Facebook will no longer be attributed to your Facebook iOS mobile campaigns. The ability for marketers to access data and target a relevant audience is critical in staying competitive in this new landscape. IDFA deprecation will now lead to higher KPIs for Facebook advertisers as well as reduced audience targeting options, broken performance monitoring and unclosed attribution reporting.



datonics

The future of
Facebook / Instagram
Targeting

A NEW FOUNTAIN OF DATA

You can now activate Datonics data within Facebook / Instagram to continue targeting your audience and attributing your campaigns. Tap into our 1,300+ pre-packaged segments & unlimited number of available custom segments tailored just for your campaign based on keywords lists, locations, and more. Touch base with us to view our full list of targetable audience segments and find out how you can receive comprehensive attribution reporting & robust audience analytics on your website visitor traffic.

DATA SOLUTIONS TEAM

✉ data@datonics.com

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

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



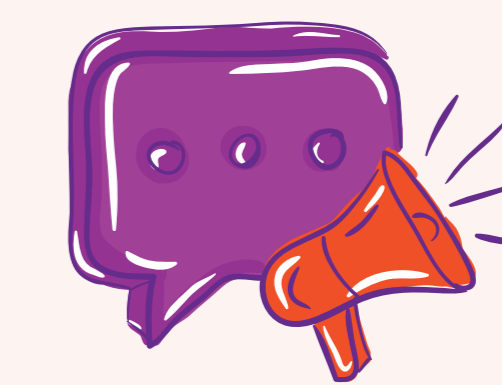
LOCATION VISITS

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