

High-Performance Marketing Audiences for Your Brand





Your Best-Targeted Campaigns Start Here

Imagine the impact on your marketing if your digital advertising and direct mail campaigns reached more consumers ready to spend with your brand—consumers with the highest propensity to respond to your offers.

That's the competitive advantage you gain with **Ultimate Audiences**.

Ultimate Audiences equip brands and their agencies as never before to increase the effectiveness of their programmatic advertising across all addressable channels and devices.

It's never been easier, faster, or more convenient to find and activate **high-quality marketing audiences** uniquely aligned with your brand.

On-Demand Marketing Audiences

Ultimate Audiences offers advertisers the widest selection of ready-to-deploy, precisely targeted marketing segments available. Each audience is engineered to be **highly responsive** to the offers and messages of brands in thousands of consumer niches. When programmatic advertising is narrowly focused in this way, you'll see improved return on ad spend as you achieve your customer acquisition goals.

Ultimate On-Demand Audiences are available for immediate use in your campaigns at The Trade Desk, Google, and LiveRamp. They can also be explored in depth at [UltimateAudiences.com](https://ultimateaudiences.com). This self-service platform enables you to **discover audience segments with the highest propensity to spend** in your category and the greatest likelihood to respond to your offers. You decide which audiences to use in your upcoming campaigns, and they are delivered to your preferred DSP or advertising platform.



Custom Marketing Audiences

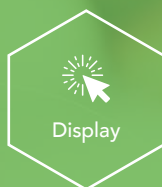
In addition to a vast selection of Ultimate On-Demand Audiences, we also offer **powerful custom-modeled audiences**.

Applying proprietary predictive analytics across the vast consumer spending data in the Ultimate Database, we deliver responsive custom prospect audiences uniquely tailored for your brand. As with all Ultimate Audiences, they are delivered to the advertising platforms of your choice, producing tremendous gains in the acquisition of new customers ready to spend in your category.

We deliver responsive custom prospect audiences **uniquely tailored for your brand.**

Every Platform. Every Channel. Every Device.

Ultimate Audiences are deployable across all addressable channels and devices through more than **150 advertising platforms, DSPs, and walled gardens** including Facebook, Google, The Trade Desk, LiveRamp, and DirecTV. Ultimate Audiences are delivered to your digital platform of choice in three tiers—Platinum, Gold, and Silver—that enable you to **optimize programmatic budgets by bidding proportionately** based on each individual consumer's likelihood to engage with your brand. This proprietary feature of Ultimate Audiences makes them the most intelligent choice for digital media buyers seeking to maximize their return on ad spend.



Display



Social



Mobile



Direct Mail



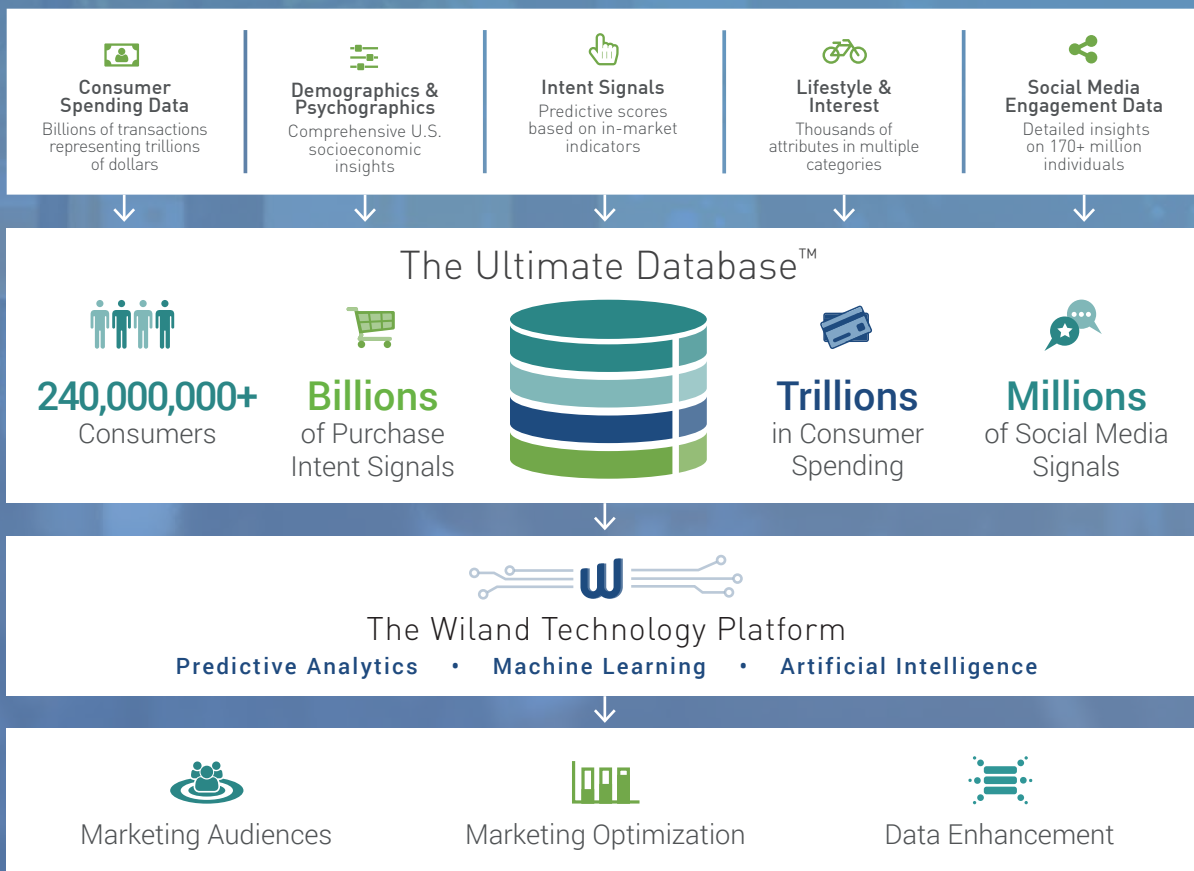
Video



Addressable
TV

About Ultimate Data™

Ultimate Data provides **intelligence-driven marketing solutions** to brands and organizations in virtually all consumer categories. Leveraging vast, best-of-breed data curated from our network of partners and other proprietary sources, we deliver on-demand and custom marketing audiences that drive superior campaign performance in all digital channels as well as direct mail.



The Ultimate Database™ contains detailed consumer spending data, behavioral and psychographic insights, as well as social media and purchase intent signals. Among Ultimate Data's key partnerships is Amex AdvanceSM, a personalization services division within American Express. Through this partnership, Amex Advance provides Ultimate Data with consumer spending insights that further enrich the Ultimate Database, bringing a powerful set of predictive variables to the modeling process that produces Ultimate On-Demand and Ultimate Custom Audiences.

Contact Us Today to Learn More

Discover how you can drive breakthrough results for your brand using Ultimate Audiences.

ultimateaudiences.com

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