

How to Target

New Year's Intentions Audiences

eyeota
A Dun & Bradstreet Company

Audience Guide Contents



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The start of a new year is one of the most powerful moments for consumer change, as people commit to improving their health, advancing their careers, managing their finances, and investing in their homes and personal growth. Eyeota's New Year's Intentions Audience Guide helps brands connect with these high-intent audiences when they are actively researching, planning, and taking action toward their goals.

Built with audience data from trusted partners, these segments help advertisers reach consumers through wellness, self-improvement, career development, financial planning, and home improvement signals derived from interests, purchase behaviors, lifestyle attributes, and intent data.

Explore our curated selection of audience segments designed to help brands engage motivated consumers and business professionals across key intention-driven categories. Activate these audiences across major demand-side and supply-side platforms to drive awareness, consideration, and conversions through audio, connected TV, display, digital out-of-home, mobile, and social channels.

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Target

Health & Wellness Enthusiasts

Connect with health-conscious consumers pursuing fitness, nutrition, weight management, mindfulness, and other wellness goals in the new year.

Global

- Eyeota - CPG & FMCG - Interest - Diet - Healthy Eating
- Eyeota - Finance - Intent - Insurance - Health
- Eyeota - Health & Fitness - Intent
- Eyeota - Health & Fitness - Interest - Fitness
- Eyeota - Health & Fitness - Interest - Pharmacy & Medicine
- Global Affinity Answers - Intent - Health & Fitness - Gyms
- Global Affinity Answers - Intent - Retail - Sporting Goods - Fitness
- Global Datonics - Shopping Intent - Fitness Equipment & Home Gym
- Global D&B - B2C - Affinity Verified - Fitness & Wellness
- Global D&B - B2C - AI Predictions - Fitness & Wellness
- Global Gourmet Ads Data - Interest - Healthy Lifestyle
- Global ShareThis - Beauty & Fitness - Fitness - Bodybuilding
- Global ShareThis - Beauty & Fitness - Fitness - Home Exercise
- Global ShareThis - Beauty & Fitness - Fitness - Yoga & Pilates
- Global ShareThis - Beauty & Fitness - Weight Loss
- Global ShareThis In Market PwrBy Eyeota - Health - Nutrition
- Global ShareThis In Market PwrBy Eyeota - Health - Pharmacy
- Global TL1MKT - Interest - Food & Drink - Healthy food
- Global TL1MKT - Interest - Health & Fitness - Exercise



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Target

Health & Wellness Enthusiasts

APAC

- AU Defind - Health & Fitness - Lifestyle - Healthy Living Enthusiasts
- AU Defind - Health & Fitness - Lifestyle - High Intensity Exercises
- AU Experian - Behaviour - Daily Mobile Phone Activities - Health Tracking
- AU Roy Morgan - Lifestyle - I love to do as many sports as possible
- ID Buzzsaw Media - Wellness & Lifestyle - Health & Fitness
- ID Buzzsaw Media - Wellness & Lifestyle - Hygiene/Personal Care Products
- ID YouGov - Lifestyle - Healthy Eater
- IN Affle - Health & Wellness - Intent - Health & Fitness
- IN Husky Data - Health & Fitness - Intent - Gym & Fitness Enthusiasts
- NZ Nielsen - Health & Fitness - Interest - The Gym & Fitness Enthusiast
- NZ Nielsen - Lifestyle - Appearance-Focused Health Seeker
- NZ Nielsen - Lifestyle - The Health & Wellness Seekers
- NZ Nielsen - Lifestyle - The Health-Driven Eaters
- PH Nielsen - Health & Fitness - The Stress-Aware
- SG Nielsen - Health & Fitness - Lifestyle - Gym Goers - Commercial Gym
- SG Nielsen - Health & Fitness - Lifestyle - Walking/Brisk Walking
- SG Nielsen - Health & Fitness - Lifestyle - Yoga/Pilates
- TH Nielsen - Health & Fitness - The Anti-Aging Seeker
- TH Nielsen - Health & Fitness - The Health Info Seeker
- TH Nielsen - Health & Fitness - The Regular Exerciser

EMEA

- DE Capaneo (formerly Schober) - Interest - Fitness
- DE GDR - - Regularly or Occasionally Weight Train/Workout
- DE YouGov - Personas - Healthy Eater
- ES GDR - Health & Fitness - Interest - Wellness
- ES YouGov - Lifestyle - Healthy Eater
- FR YouGov - General Interests - Health & Medicine
- IT YouGov - Lifestyle - Healthy Eater
- UK Data Locator - Lifestyle - Healthy Living
- UK EQ Data - Interests - Health & Fitness
- UK Experian - Intent (Purchase) - Food & Drink - Healthy Eating
- UK Experian - Dietary behaviours - Have a healthy diet
- UK Experian - Lifestyle behaviours - Exercise once a week
- UK Experian - Lifestyle behaviours - Track health daily on mobile
- UK Ipsos iris - Attitude - Fitness enthusiasts
- UK Starcount - Affinity - Health & Fitness
- UK Starcount - Affinity - Health & Fitness - Fitness
- UK Starcount - Affinity - Health & Fitness - Sports Nutrition
- UK Starcount - Mindset - Health Conscious
- UK TGI - Consumer Electronics - Fitness or activity tracker Owners
- UK YouGov - Diet - Healthy eating - Healthy eater

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Target

Health & Wellness Enthusiasts

US

- US 33Across - 33Across AudienceID - Health - Nutrition
- US Adstra - In-Market Food & Beverages - Food - Healthy Snacks
- US Alliant - Health & Wellbeing - Weight Loss
- US AnalyticsIQ - Health & Wellness - Diet - Healthy Eaters
- US AnalyticsIQ - Health & Wellness - Exercise - Exercises to Reduce Stress
- US AnalyticsIQ - Health & Wellness - Vitamin & Nutrition Supplement Buyers
- US APEX Purchase - Past Purchase - Health & Wellness - Nutrition
- US Circana - Intent - Heavy Purchaser - Weight Control
- US ComScore - Health & Fitness Enthusiasts
- US Dynata - Interest - Type - Dieting / Weight Loss / Nutrition
- US Epsilon - Lifestyles & Interests - Meditation Enthusiasts - Likely
- US Experian - Lifestyle & Interests (Affinity) - Fitness Enthusiast
- US Facteus - Intent - In-market Purchase - Fitness Enthusiasts
- US Goldfish Ads - Interest - Sports - Nutrition
- US Ibotta - CPG - Category Buyers - Health & Wellness - Diet & Nutrition
- US inMarket - Online / In-Store Shopper - Vitamins & Nutrition Shoppers
- US MARS Consumer Health - Health & Wellness - Healthy Eating Habits
- US ShareThis - Health - Nutrition
- US Starcount - Health & Fitness - Yoga & Meditation
- US Wiland Ultimate - Intent to Buy - Health Nutrition Stores



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Target

Self-Improvement Seekers

Reach motivated consumers focused on personal growth, self-care, lifelong learning, new experiences, and achieving meaningful life goals.

Global

- Global Datonics - Lifestyle - Self Improvement Seekers (Glow Ups)
- Global ShareThis In Market PwrBy Eyeota - Self Help & Motivation

APAC

- AU RDA Research - geoTribes - Lifestyle - Self Improvement
- ID Nielsen - Consumer Electronics- The Curious Learners
- NZ Nielsen - Lifestyle - General Interest - The Lifelong Learners
- TH Nielsen - Lifestyle - General Interest - The Lifelong Learners



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Target
Self-Improvement Seekers

EMEA

- UK Ipsos iris - Attitude - Self-care devotees
- UK Starcount - Affinity - Lifestyle - Self Improvement
- UK YouGov - Bucket list - Achieve a wealth goal (e.g. pay off student loan)
- UK YouGov - Bucket list - Attend a particular music festival
- UK YouGov - Bucket list - Change someone's life for the better
- UK YouGov - Bucket list - Do an extreme sport (e.g. bungee jump / sky dive)
- UK YouGov - Bucket list - Learn a new language (incl. computer languages)
- UK YouGov - Bucket list - Own my own home
- UK YouGov - Bucket list - See a natural wonder
- UK YouGov - Bucket list - Start my own business
- UK YouGov - Bucket list - Travel to an exotic location
- DE YouGov - Bucket list - Achieve a wealth goal (e.g. pay off student loan)
- DE YouGov - Bucket list - Attend a particular music festival
- DE YouGov - Bucket list - Change someone's life for the better
- DE YouGov - Bucket list - Do an extreme sport (e.g. bungee jump / sky dive)
- DE YouGov - Bucket list - Learn a new language (incl. computer languages)
- DE YouGov - Bucket list - Own my own home
- DE YouGov - Bucket list - See a natural wonder
- DE YouGov - Bucket list - Start my own business
- DE YouGov - Bucket list - Travel to an exotic location

US

- US 180byTwo - B2C - Interest - Self Improvement
- US Acxiom - Lifestyle - Enroll in a cooking school or program
- US Adstra - In-Market Entertainment - Books - Personal Development
- US Adstra - In-Market Lifestyle & Interests - Self-Improvement
- US Alliant - Health & Wellbeing - Self-Improvement
- US AnalyticsIQ - Channel - Self-Development Podcast Listeners
- US AnalyticsIQ - Interest - Self Improvement
- US Anteriad - B2C - Interest - Self Improvement
- US Facteus - Intent - In-market Purchase - Self Care Enthusiasts
- US Facteus - Intent - In-market Purchase - Self Help Enthusiasts
- US Kantar - Lifestyle - Life Values - Motivated
- US Kantar - Lifestyle - Outlook - Optimistic
- US Kantar - Lifestyle - Outlook - Outgoing
- US MARS Consumer Health - Hobbies & Interests - Lifelong Learners
- US Plunge Digital - Interest - Self help & improvement
- US SMS-INC - Shopping - Mail Order Responder - Self Improvement
- US Starcount - Lifestyle - Self Improvement
- US Stirista - Interest - Self Improvement
- US Webbula - Lifestyle & Personal Goals - Self Improvement
- US Wiland Ultimate - Education - Lifelong Learning Resources Support

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Target

Career & Growth Professionals

Engage job seekers, career changers, entrepreneurs, and ambitious professionals exploring new roles, skills, training, and opportunities for advancement.

Global

- Eyeota - B2B - Interest - Job Function - SME & Entrepreneur
- Eyeota - Demo - Employment Status - Job Seekers
- Global Affinity Answers - Interest - Hobbies & Interests - Job Search
- Global Bombora - B2C - Self-Employed / Entrepreneur
- Global Datonics - B2B - Job Function Professionals - Self Employed
- Global Datonics - Job Seekers
- Global Datonics - Lifestyle - Career Movers & Job Seekers
- Global Datonics - Lifestyle - Personas - Career Shift Transition Seekers
- Global D&B - B2C - Affinity Verified - Personas - The Entrepreneur
- Global Experian Worldview - Demographic - Self-employed
- Global Experian Worldview - Changing job in the next year
- Global ShareThis - B2B - Occupation - Entrepreneur
- Global ShareThis - Jobs & Education - Career Resources & Planning
- Global ShareThis - Jobs & Education - Job Listings
- Global ShareThis - Jobs & Education - Remote Work
- Global ShareThis - Life Event - Job Search
- Global ShareThis In Market PwrBy Eyeota - Career Resources & Planning
- Global TL1MKT - Interest - Careers
- Global TL1MKT - Interest - Careers - Job Search



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Target
Career & Growth Professionals

APAC

- AU Nielsen - Demo - Education - Career Advancement Seeker
- AU RDA Research - Ambitious Career-Orientated Singles & Couples
- AU Roy Morgan - Helix Personas - Career Achievers
- AU Roy Morgan - Persona - Career & Success-Oriented Professionals
- ID Nielsen - B2B - B2B Interest - The Career Climbers
- ID Nielsen - Lifestyle - General Interest - The Ambitious Achievers
- ID Roy Morgan - Helix Personas - Today's Families - Career & Kids
- IN TL1MKT - Interest - Careers - Career Advice
- IN TL1MKT - Interest - Careers - Career Planning
- MY Nielsen - B2B - B2B Interest - The Corporate Climbers
- NZ Nielsen - Lifestyle - General Interest - The Career Climbers
- NZ RDA Research - Ambitious Career-Orientated Singles & Couples
- NZ Roy Morgan - Helix Personas - Career Zone
- SG Nielsen - Demo - Psychographics - Career Ambitious
- SG YouGov - General Interests - Work / Career Development
- TH Nielsen - B2B - B2B Interest - The Career-Driven Professional

EMEA

- DE Capaneo (formerly Schober) - Demo - Self Employed
- DE Experian - Mosaic Germany - G25 Career Builders
- DE YouGov - Consumer - In-Market - For a New Job
- DE YouGov - Life Events - Next 12 Months - Start first job
- FR Experian - Type of online buying - Jobs recruitment
- FR YouGov - Lifestyle - Life Events - Next 12 Months - Change Jobs
- IT YouGov - Life Events - Next 12 Months - Start a new job
- UK CACI - Ocean - Is self employed
- UK EQ Data - EQ Amplify - Group E: Career-Driven Singles
- UK EQ Data - Interests - Careers
- UK esbconnect - General Interest - Education & Careers
- UK esbconnect - High Intent - Education & Careers (High Intent)
- UK Experian - Mosaic - Mosaic UK 7 Type - O61 Career Builders
- UK Goldfish Ads - B2B - Professional Group - Entrepreneurship
- UK Ipsos iris - Attitude - Career climbers
- UK Starcount - Affinity - Business - Business Leadership
- UK Starcount - Affinity - Business - Entrepreneurship & Start Ups
- UK Starcount - Affinity - Lifestyle - Finding a Job
- UK Starcount - Mindset - Business Leaders
- UK YouGov - Perspectives - Entrepreneurial

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Target

Career & Growth Professionals

US

- US Adstra - Business - Home-Based Small Business Entrepreneur
- US Adstra - Orbits - Young Opinion-Influenced Career Builder
- US Alliant - Social Propensities - LinkedIn - Entrepreneur Influencers
- US AnalyticsIQ - Employment - Actively Seeking New Job
- US AnalyticsIQ - Interest - Career Improvement
- US AnalyticsIQ - Interest - Career Oriented
- US APEX Purchase - Past Purchase - Education - Professional Training
- US Claritas - Demographic - Education - Adult continuing education
- US Data Axle (fka Infogroup) - Consumer - Interests - Adult Education
- US D&B - B2B Job Function / Roles - Entrepreneurs
- US Epsilon - Demographics - Career Changers - Likely
- US Epsilon - Demographics - New Entrepreneurs - Likely
- US Facteus - Intent - Entrepreneur & Online Business Owners
- US Infutor - Connex Household Cluster - Climbing the Ladder
- US Kantar - Media & Entertainment - Use Online Professional Networking
- US Plunge Digital - Interest - Lifestyle & Other Interests - Career Driven
- US Starcount - Business - Entrepreneurship & Start Ups
- US Stirista - Seasonal - New Years Resolution - Career Moves
- US Webbula - Hobbies, Interests, & Personas - Career Improvement
- US YouGov - Perspectives - Entrepreneurial



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Target

Financially Savvy Consumers

Connect with consumers focused on budgeting, saving, investing, retirement planning, and building greater financial confidence and security.

Global

- Eyeota - Demo - Life Events - Retirement Planners
- Eyeota - Finance - Interest - Personal Finance - Investments
- Eyeota - Real Estate - Intent - Investors
- Global Affinity Answers - Intent - Financial Services - Investments
- Global Affinity Answers - Interest - Personal Investment - Bitcoin & Crypto
- Global Bombora - Income Changes & Status - Top 10% Capital Investor
- Global Datonics - Finance & Money - Investments, Stocks, Bonds & Funds
- Global Datonics - Finance & Money - Retirement Planning
- Global Datonics - Lifestyle - New Years Resolution - Better Budgeting
- Global Datonics - Lifestyle - Personas - Wealthy Investors
- Global Datonics - Premium - Finance - Investments - Active Investor
- Global D&B - B2C - Financial Services - Investments
- Global D&B - B2C - Financial Planning - Retirement & Pension
- Global ShareThis - Finance - Investing - Stocks & Bonds
- Global ShareThis - Life Event - Retirement Planning
- Global ShareThis - The Changing Consumer - Personal Budgeting
- Global ShareThis In Market PwrBy Eyeota - Finance - Investing
- Global TL1MKT - Interest - Personal Finance - Investing
- Global TL1MKT - Interest - Personal Finance - Retirement Planning



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Target

Financially Savvy Consumers

APAC

- AU Experian - Finance - Level of Knowledge - High
- AU Experian - Finance - Level of Knowledge - Very High
- AU Experian - Finance - Confident making & keeping a budget
- AU Roy Morgan - Finance - Financially Stable & Confident Individuals
- AU Roy Morgan - Persona - I feel confident about managing my finances
- ID Nielsen - Lifestyle - The Financially Comfortable Planner
- ID Roy Morgan - Helix Personas - Leading Lifestyles - Financial freedom
- MY Nielsen - Finance - The Active Biz & Finance E-paper Readers
- MY Nielsen - Finance - The Weekly Biz & Finance E-paper Readers
- MY Nielsen - Finance - The Weekly Biz & Finance News Reader
- SG Nielsen - Finance - Lifestyle - Good at Managing Money
- TH Nielsen - Finance - Lifestyle - The Financially Secure
- TH Nielsen - Finance - Lifestyle - The Sophisticated Investor

EMEA

- DE Capaneo (formerly Schober) - Finance - Investor
- DE Capaneo (formerly Schober) - Intent - Investors
- DE Dynata - Interest - Type - Finance / Investing
- DE TGI - Finance - Persona - Confident Digital Investors
- DE YouGov - Investment Products Owned - Exchange Traded Funds
- DE YouGov - Risk Tolerance towards investing in the stock market
- UK CACI - Ocean - When I go shopping I usually stick to a strict budget
- UK Data Locator - Demographic - Affluent Investors
- UK Data Locator - Financial - Bank Account Savers
- UK Data Locator - Financial - Investors
- UK EQ Data - Investments - Has Investments
- UK Experian - Financial Strategy Segments Group - F Established Investors
- UK Experian - Savings investment products owned - Cash ISA
- UK Ipsos iris - Attitude - Wealth builders
- UK Starcount - Affinity - Finance - Investment
- UK Starcount - Mindset - Financially Minded - Ethical Investors
- UK Starcount - Mindset - Financially Minded - Informed Investors
- UK TGI - Psychographics - Consumer Financial - I am a regular saver
- UK TransUnion - CAMEO UK - Category - 04A Sensible Savers

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Target

Financially Savvy Consumers

US

- US 180byTwo - B2C - Demographic - Finances - Investors
- US Acxiom - Financial - Affluency - Healthy Income
- US Adstra - Consumer - Financial - Investments - Active Investors
- US AnalyticsIQ - Finance - Investing - Active Investors
- US AnalyticsIQ - Finance - Investing - Use a Financial Advisor
- US Claritas - Finance & Investment - Behavior - Uses Retirement Planners
- US Data Axle (fka Infogroup) - Consumer - Financial - Investor
- US D&B - B2B Predictive Analytics - Likely to have excellent financial health
- US Experian - Consumer Behaviors - Financial Advice Seekers
- US Experian - Lifestyle & Interests (Affinity) - Active Investor
- US Experian - Lifestyle & Interests (Affinity) - Invest: Retirement Plan
- US IXI (Equifax) - Aggregated FICO Score - Excellent or Good Finance Health
- US Kantar - Consumer Financial - Banking - Managing Money Online
- US Powerlytics - Emerging Affluent Households
- US Powerlytics - Households with Emerging Deposits
- US Webbula - Buyer Intent - In Market - Investing - Active Investor
- US Webbula - Wealth - Investing - Affluent Investors
- US Webbula - Wealth - Investing - Affluent Stock Market Investor
- US YouGov - Finance - My income allows me to save a little each month
- US YouGov - Type of Traveler - Budget/Value traveller



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Target

Home Improvement Enthusiasts

Connect with homeowners, DIY enthusiasts, decorators, gardeners, and home improvement shoppers planning projects, upgrades, and lifestyle purchases.

Global

- Eyeota - Home & Garden - Interest - Home Improvement
- Eyeota - Home & Garden - Interest - Home Improvement - DIY/Handicraft
- Eyeota - Home & Garden - Interest - Home Improvement - Furniture
- Eyeota - Home & Garden - Interest - Home Improvement - Home Decor
- Eyeota - Lifestyle - Interest - DIY
- Eyeota - Retail - Intent - Home & Garden - Home Improvement
- Global Affinity Answers - Intent - Retail - Home Decor
- Global Affinity Answers - Intent - Retail - Home Improvement
- Global Affinity Answers - Interest - Hobbies & Interests - DIYers
- Global Datonics - Home & Garden - DIY
- Global Datonics - Home & Garden - Furnishing, Houseware & Decorations
- Global Datonics - Home & Garden - Home Improvement & Construction
- Global Datonics - Lifestyle - DIY
- Global Datonics - Lifestyle - Personas - DIY Homeowners
- Global D&B - B2C - Affinity Verified - Personas - The DIY Home Improver
- Global Experian Worldview - Lifestyle - Hobbies - DIY
- Global Experian Worldview - Major home improvement in the next year
- Global ShareThis - Home & Garden - Home Improvement
- Global ShareThis - Intent - Shopping - Home Improvement



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Target

Home Improvement Enthusiasts

APAC

- AU Dynata - Interest - Type - Home Improvement
- AU Nielsen - Home & Garden - In-market - The Home Improvers
- AU RDA Research - Home & Garden - Intent - Home Improvements
- AU Roy Morgan - Helix Personas - Hearth & Home - Home Improvers
- AU Roy Morgan - Persona - Activity - The Home Improvement & Hobbyist
- AU Roy Morgan - I keep up-to-date with new ideas to improve my home
- IN Dynata - Interest - Type - Home Improvement
- IN TL1MKT - Interest - Home & Garden - Home - Home Improvement
- JP Dynata - Interest - Type - Home Improvement
- NZ Dynata - Interest - Type - Home Improvement
- NZ Nielsen - Home & Garden - Interest - DIY & Home Improvement lovers

EMEA

- DE Capaneo (formerly Schober) - Lifestyle - Do-It-Yourselfer
- DE Dynata - Interest - Type - Home Improvement
- DE GDR - Retail - Do Online Shopping for DIY or Gardening Equipment
- DE TGI - DIY enthusiasts in HH & DIY or gardening stores shoppers
- DE YouGov - Life Events - Next 12 Months - Major home improvements
- DE YouGov - Personas - DIY Enthusiasts
- DE YouGov - Shopper - DIY & Garden
- FR YouGov - Life Events - Next 12 Months - Major home improvements
- IT YouGov - Life Events - Next 12 Months - Make home improvements
- UK EQ Data - Interests - DIY
- UK EQ Data - Retail - DIY
- UK Experian - Intent (Purchase) - Retail - Home & Garden - Decorating
- UK Experian - Intent (Purchase) - Retail - Home & Garden - DIY
- UK Goldfish Ads - Interest - Home & Garden - DIY
- UK Ipsos iris - Attitude - Home decorators
- UK Starcount - Affinity - House & Home - DIY
- UK Starcount - Mindset - House Proud - DIY Devotees
- UK Starcount - Purchases - Retail - Home Improvement
- UK TGI - DIY & Gardening - Always looking for ideas to improve my home
- UK YouGov - Life Events - Next 12 Months - Major home improvements

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Target

Home Improvement Enthusiasts

US

- US 180byTwo - B2C - Home & Garden - Home Furnishing & Decorating
- US 33Across - 33Across AudienceID - Home & Garden - DIY Projects
- US Acxiom - Retail - Attitude & Behavior Propensities - DIYers
- US Adstra - In-Market Home & Garden - Furniture - Home Decor
- US Adstra - Consumer - In-Market Lifestyle & Interests - DIYers
- US AnalyticsIQ - Interest - DIY Doers
- US AnalyticsIQ - Interest - Home Decorating
- US Anteriad - B2C - Interest - DIY
- US APEX Purchase - Past Purchase - Home Goods - Decor
- US ComScore - Interest - TV Network - DIY
- US Data Axle (fka Infogroup) - Interests - Interior Decor & Design
- US Epsilon - Lifestyles & Interests - Home Improvement & DIY Enthusiasts
- US Experian - Lifestyle & Interests (Affinity) - In-Market - Home Decor
- US Facteus - Intent - In-market Purchase - DIY & DIY Creative Types
- US inMarket - Online Shopper / In-Store Visitor - Home Organization
- US IXI (Equifax) - Shopper Behaviors - Home Improvement & DIY Buyers
- US ShareThis - Affinity Solutions - Home Furnishing & Decor Stores
- US Starcount - House & Home - DIY
- US Webbula - Buyer Intent - Home & Gardening - Decorating (In Market)
- US Wiland Ultimate - Intent to Buy - DIY Home Improvements



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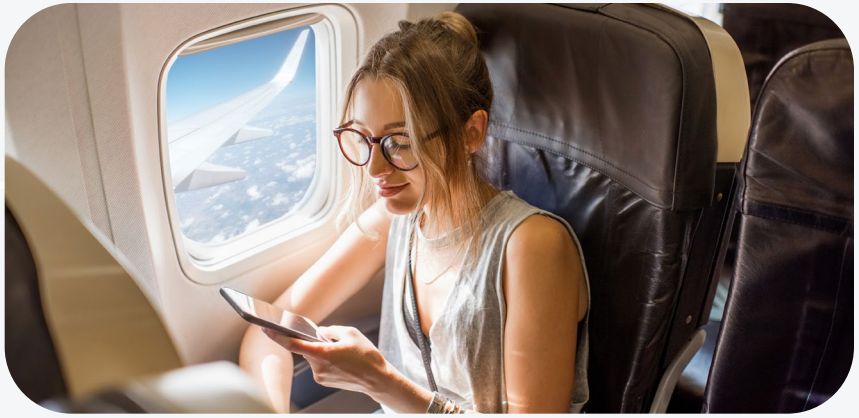
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Elevate your marketing with quality-certified audience data.

Eyeota empowers marketers with precise targeting, deeper insights, and enhanced omnichannel performance, fueling campaigns that convert.



Unlock the Power of Global Audience Data

B2B & B2C Audience Data

80,000+ addressable audiences to support omnichannel marketing strategies

Global Data Coverage

Data available in 180 countries, covering major markets including AMER, EMEA, Asia and ANZ

Omnichannel Activation Made Easy

Audience data available across display, native, social, CTV, DOOH, contextual channels, and more

Data Quality & Privacy Compliance

Data sourced, validated, and enriched from reliable providers to ensure accuracy and consistency

90+ premium online data providers | **180 countries worldwide** | **50+ DSPs, SSPs, and social channels**

Our Commitment to Data Quality

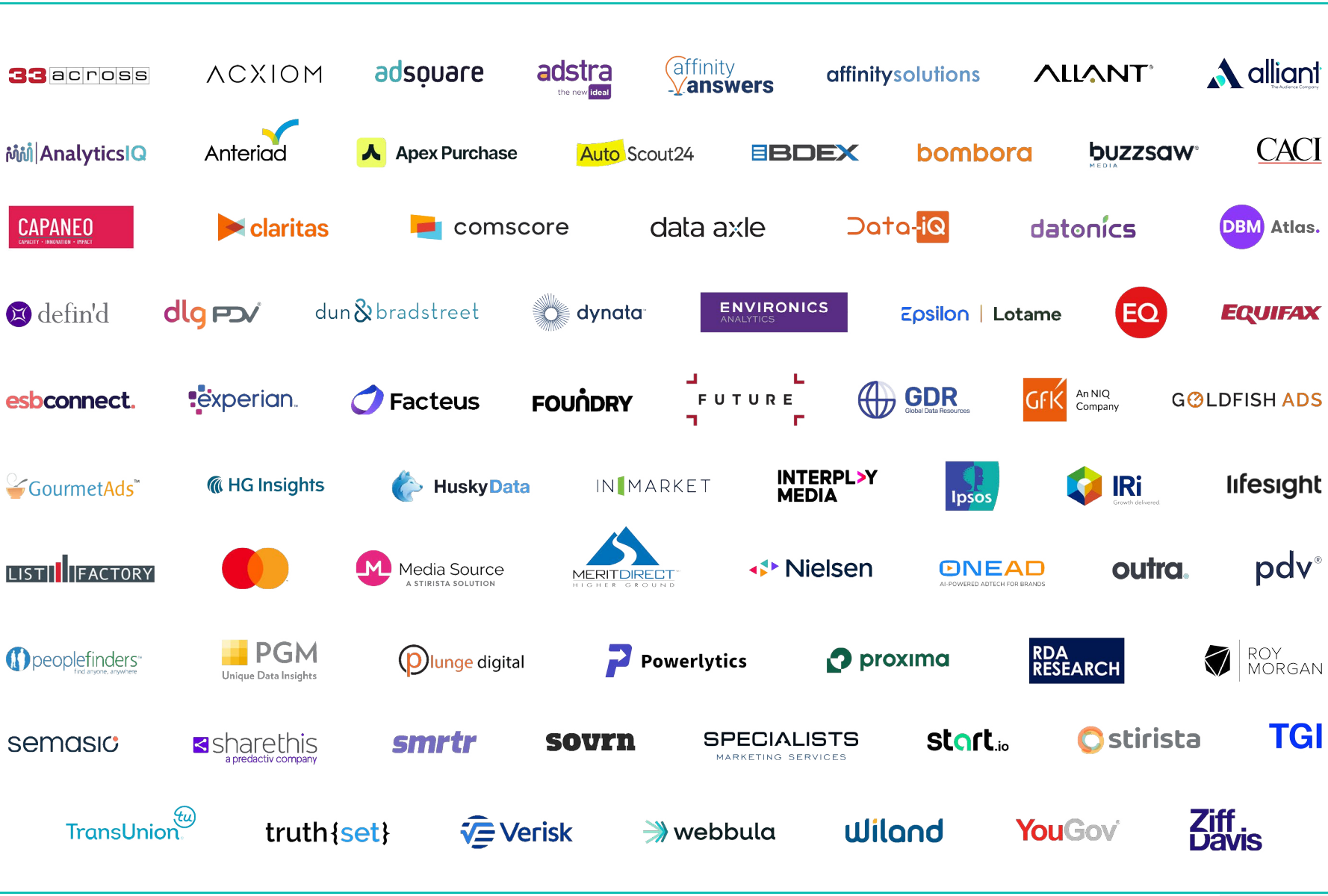
Eyeota audiences are independently audited to provide confidence and reassurance to marketers on the quality, transparency, and compliance of the data they are buying.

STANDARDS COMPLIANT iab.TECH LAB VERIFIED

CERTIFIED BY Neutronian

Eyeota Audience Marketplace

Eyeota collaborates with 90+ premium branded data partners who supply rich, ethically sourced audience segments across B2B, B2C, and industry-specific categories.



Activate New Year's Intentions Audiences for Your Campaign!

New Year's Intentions Audiences are available through Eyeota's Partner Network of leading DSPs, SSPs, DMPs and social platforms for digital campaign activation.

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datadesk

Connect with our Audience Specialists for support.

Contact Now

Demand Side Platforms

ACTIVE AGENT · adform · Adobe Advertising Cloud · AdRoll · Adte · amazon · aroscop · Basis · bid theatre · Epsilon | Lotame · FREEWHEEL · Google Marketing Platform · illumin · INMOBI · KNOREX · mgid · nexxen · sabio · SIMPLI.FI · smartyads · StackAdapt · TEABLAZE · theTradeDesk · vistar media · yahoo! · Zemanta · ZETA

Supply Side Platforms

anzu · audigent · EQUATIV · FREEWHEEL · Index Exchange · KARGO · Magnite DV+ · nexxen · OpenX · outbrain · PubMatic · Taboola · yoc

Data Management Platforms

Adobe Audience Manager · adsquare · ALLANT · Epsilon | Lotame · experian · /LiveRamp · Nielsen · Permutive · TransUnion

Social Networking Platforms