



Eyeota Press Kit

2017

The Global Leader in Audience Data

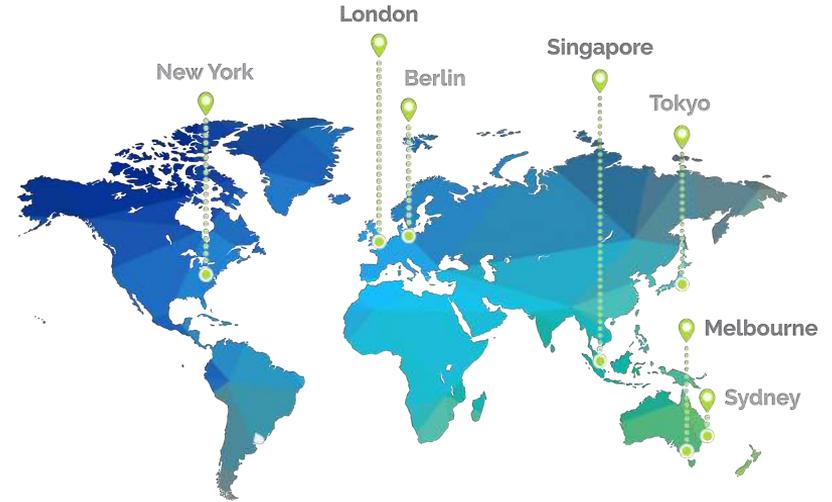
Berlin • London • Melbourne • New York • Singapore • Sydney • Tokyo

Eyeota - The Global Leader in Audience Data



Empowering advertisers and marketers with high-performing audience data segments for successful campaigns

Enabling publishers and data suppliers to monetize their audiences more widely and gain exclusive customer insights



3.5+ Billion
Unique Profiles

100+
Platform Partners

30,000+
Publishers & Data Suppliers

18,500+
Segments

Trusted & Verified by top global data privacy and quality associations



Our History

Established in 2010, Kevin, Kristina, Trent and Chris joined forces to create a data solution that addresses the critical need for quality audience targeting. Noticing the burgeoning programmatic industry and recognizing the need for high-quality audience data to power campaigns, the team set out to build a global data marketplace to support the range of advertising and marketing demands. They founded Eyeota and set up offices simultaneously in Singapore, Berlin and Sydney. At the time, programmatic was still in its infancy and many in advertising were still unaware of its benefits.

The founders took to the streets and began to educate the market on programmatic and the value of audience data as a separate asset from inventory. As the market started rapidly growing, Eyeota began to take the data world by storm. Today, Eyeota is the global leader in audience data with more than 3.5 billion unique profiles across Europe, Asia-Pacific and the Americas.



Kevin Tan
CEO & Co-Founder
On a plane



Kristina Prokop
EVP Platforms & Co-Founder
Berlin



Chris Sandberg
CTO & Co-Founder
Singapore



Trent Lloyd
MD APAC & Co-Founder
Sydney

Solutions, Products & Services



Solutions



Marketers

We deliver results by providing the best audience data to understand and influence the comprehensive user journey



Publishers

We work with 30,000+ online publishers to help them monetize their digital data assets through our data marketplace and global data distribution channels



Advertisers

We offer 18,500+ ways to strengthen and differentiate ad campaigns and reduce campaign waste with scale and high quality audience data



Data Suppliers

We empower offline data suppliers in the digital ecosystem with our powerful, unique onboarding service, private data marketplace and broad distribution channels

Products



Private Data Marketplace

We connect premium publishers and data suppliers with media buyers and advertisers in an exclusive environment to securely and efficiently buy and sell high quality data



Eyeota Data Marketplace

We provide data on a public, private and co-op basis from the largest global audience data aggregator & marketplace

Services



Data Onboarding

We enable offline data suppliers to uniquely onboard and sell data to buyers in the online advertising ecosystem



Data Distribution

We activate & deliver data assets through 100+ DSPs & DMPs to allow marketers and advertisers to reach relevant audiences

What Makes Eyeota Unique



Data Matching & Global Scale

Our data matching capabilities are available worldwide with over 3.5+ billion uniques and have been independently recognized by buyers for scale, quality and compliance.



Proprietary Data Onboarding

Our proprietary heuristic onboarding methodology is an innovative extension beyond deterministic and probabilistic approaches and available across the globe.



Privacy & Data Quality

We are trusted and verified by top industry organizations worldwide, with the most rigid data quality and privacy standards.



Easy Activation & Distribution

100+ integrations with marketing and media execution platforms (DSPs, DMPs, ad servers, content & dynamic creative platforms) provide ubiquitous data distribution in the Eyeota marketplace or via private marketplace channels.



1st, 2nd & 3rd Party Data

Our data is sourced from 1st, 2nd and 3rd party sources - offering a comprehensive view of the customer journey from verified premium publishers, online data and offline data sources.



Local Focus & Audiences

Our data collection focuses on local consumers and data sources, creating in-depth and reliable insights on audiences.



Red Herring Asia
Top 100, 2013

Shortlisted for Top 100



Top 50 startups in Asia

2012

2013

2014

2014

I-COM Big Data
Venture
Challenge 2012

Winner of Emerging
Markets Category



National Infocomm
Awards 2014

Second Runner-Up in the
"Most Innovative use of
Infocomm Technology
(Private Sector - SME)"



Speaking Engagements/Events

AIMIA



d3con



iab.
singapore



i-com
Global Forum for Marketing
Data and Measurement



LEADERS CONNECTED
NOAH
CONFERENCE®



RISE



web
summit

Eyeota in the News

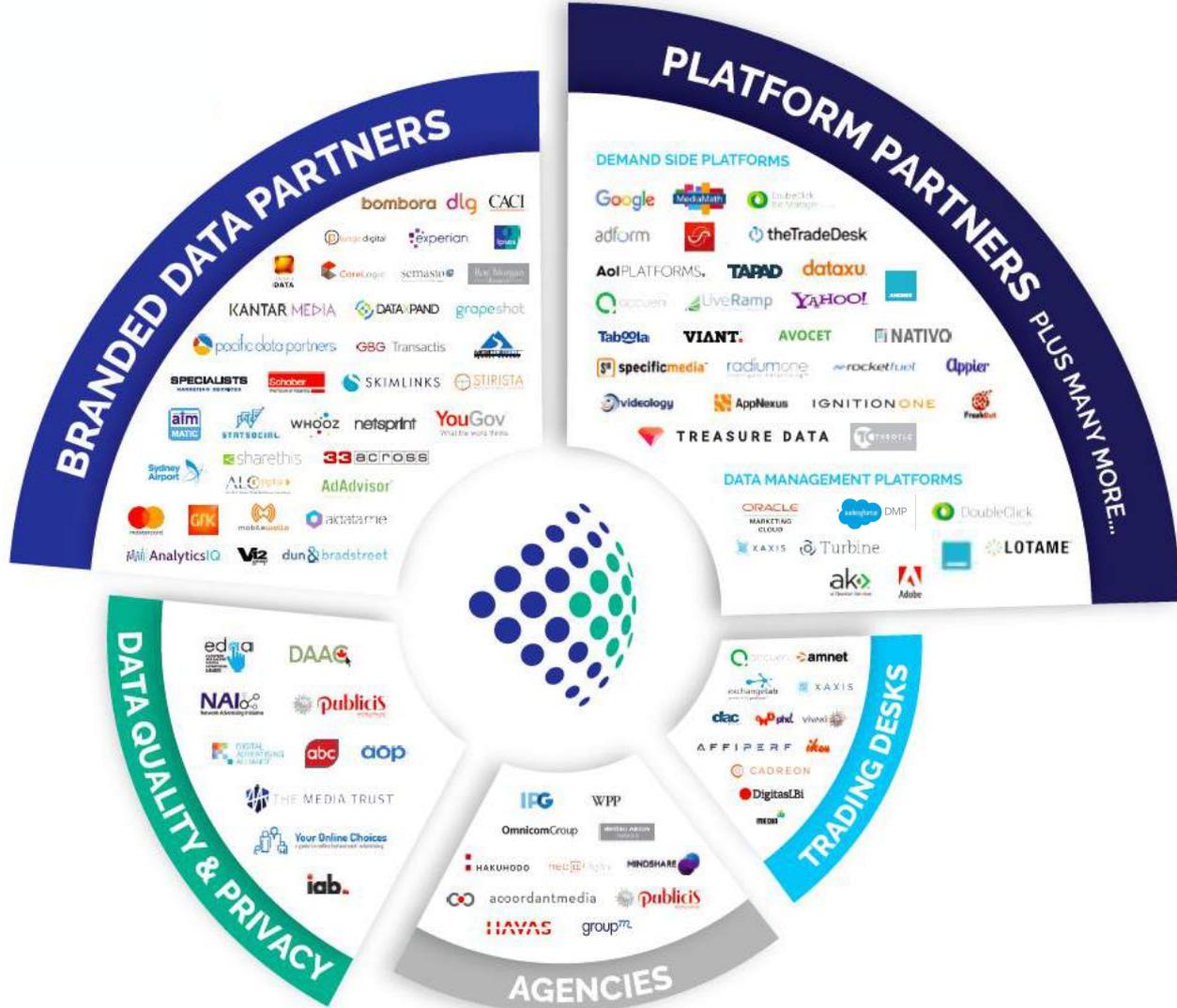


Eyeota Partner Ecosystem



We've partnered with the best in the industry worldwide

View all Partners at www.eyota.com/partners



Privacy & Quality Standards



Promotes the health of the online ecosystem by maintaining and enforcing high standards for data collection and use for advertising online and in mobile.



Certification process that indicates a partner has been thoroughly vetted and offers the highest level of brand safety, consumer privacy and client data protection.



Cross-industry self-regulatory initiative developed by leading European bodies to introduce pan-European standards to enhance transparency and user control for online behavioral advertising.



The ePrivacyseal DE attests to a product's compliance with the list of ePrivacyseal DE criteria, which reflects the high standards imposed by German data protection legislation and by the new GDPR.



Industry body representing digital publishing companies that create original, branded, quality content.



Establishes and enforces responsible privacy practices across the industry for relevant digital advertising to provide consumers with transparency and control.



Develops technical standards and best practices, and fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing.



Industry body for media measurement, inspiring market confidence by delivering a valued stamp of trust across the media world.



EDAA's principal purpose is to license the 'OBA Icon' to companies involved in Online Behavioral Advertising across Europe.



Provides real-time security, first-party data protection and privacy, performance management and quality assurance solutions.



The DAAC's self-regulatory program for online interest-based advertising, called AdChoices, is an effort to give consumers more information and choices about the advertising they receive online.

We are trusted & verified by top industry organizations, globally, with the most rigid data quality & privacy standards.

Contact Us!



For speaker requests, data/images for
publication or more information, contact:

press@eyeota.com



Learn More

Learn more about us at
www.eyeota.com/partners



Eyeota News

We're in the news!
Check us out at
www.eyeota.com/news



Thank you!

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