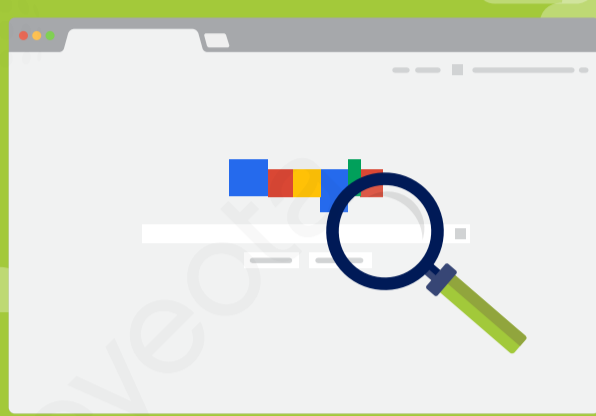


3 Billion Unique Profiles

Eyeota now has 3 billion unique profiles and counting. We have compiled a list of fun facts as we join the 3 billion club.

Google hit **3 billion** app installs in 2016

(Google)



Google processes over **3 billion** searches per day

(Internet Live Stats)

NASA traveled **3 billion** miles to reach Pluto in 2015

(NASA)



The number of internet users worldwide is over **3 billion**

(Statista)

Cyber Monday / Black Friday sales in 2016 hit an all time high of **\$3 billion**

(TechCrunch)



Skype users make up to **3 billion** minutes of calls each day

(Microsoft)

More than **3 billion** people travel by plane each year

(Air Transport Action Group)



Uber is forecasted to complete **3 billion** rides in 2017

(TechCrunch)

An average of **3 billion** cups of tea are consumed each day

(Business Standard)



About Eyeota

Eyeota is the global leader for audience data with over 3 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their customers more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, London, Melbourne, New York, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyeota.com