

# Data Targeting

Third-party data refines the audience targeting for your digital advertising campaigns. Data targeting, which employs third-party data, allows you to build relevant and scalable custom audiences to reach your ideal customers.

**WHAT'S DATA TARGETING?** A tactic that lets you target based on a person's interests, demographics, purchase behavior, and online behavior using third-party data.

## HOW IT WORKS



### Universal Data Catalog

Our Universal Data Catalog provides access to leading third-party data partners. The Catalog's search capabilities will aid you in finding the most valuable customers for your digital advertising campaigns.



### Third-party Data

Third-party data is data aggregated and curated through outside data partners. You can use this data to gain greater insight into your target audience and enlarge the reach of your campaign. Our thirdparty data catalog includes:

- **5 billion** global IDs
- **\$3 trillion** in annual consumer spending
- **90+ percent** of U.S. households
- **15 million** domains worldwide
- **46,000+** prebuilt audiences spanning demographic, intent-based behavioral, B2B, online, offline, and purchase data
- **50** branded, market-leading data providers in ten key vertical markets within an intuitive catalog search



### Data Partners

Data is gathered from trusted and validated sources to support privacy and security compliance. You'll also have access to a data hotline to assist you with the selection of data segments based on your campaign objectives. View our partners [here](#).



### Best Practices

- Third-party data is available at an additional cost.
- Third-party data can be combined with first-party data to grow the potential reach of a custom audience or refine the audience.