Predictive **Audiences**

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Overview

Eyeota has partnered with Proximic by Comscore to deliver **B2B Predictive Audiences**, the industry's first cookie-free targeting capability that enables brands and marketers to reach audiences based on granular consumer behavior through privacy-friendly contextual signals.

Combining Eyeota's expansive global data footprint with Proximic by Comscore's AI-powered contextual engine and intelligent categorization technology, Proximic by Comscore is able **to transform audience targets into privacy-friendly contextual signals**.

Advertisers can now reach **even more relevant audiences** for pre-bid contextual targeting across web, video, CTV, and podcast content.

Why Predictive Audiences

1+
Billion

Predictive Audiences are powered by Eyeota's seed of **more than 1 billion B2B profiles globally**.

Data is sourced from **best-in-class** brands like Bombora, Dun & Bradstreet, Merit Direct and more.

Discover B2B audiences traits and types like **decision-makers, firmographics, employment, interest** and **intent**.

Target B2B audiences with confidence using a **qualified, compliant, cookieless** solution.

Where Predictive Audiences

As a contextual-based solution, predictive audiences are available geographically according to language coverage. Predictive audiences cover 45 languages:

Afrikaans
Albanian
Arabic
Belarusian
Bengali
Bosnian
Bulgarian
Catalan
Chinese
Croatian
Czech
Danish
Dutch
English
Estonian
Finnish
French
German
Greek
Hindi
Hungarian
Icelandic
Indonesian
Italian
Japanese
Korean
Latvian
Lithuanian
Malay
Marathi
Norwegian
Polish
Portuguese
Romanian
Russian
Serbian
Serbo-Croatian
Slovak
Spanish
Swedish
Tamil
Turkish
Ukranian
Urdu
Vietnamese

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How Predictive Audiences Work

SEED SET

Consumer behaviors from Eyeota

When defining Predictive Audiences, Proximic by Comscore starts with a **seed set based on deterministic B2B behaviors observed by Eyeota**. Eyeota's seed set is connected with Comscore's panels via a privacy-focused match process that **does not rely on the use of cookies**. The match with Comscore's 3 million+ person panel allows them to identify which panelists are a part of a specific seed set audience.

PANELS

Comscore's digital, mobile, TV & WiFi panels

Comscore's massive cross-platform data footprint provides them with a single source of truth where they can **observe behaviors of the panelists** (e.g. C-level executives) **across screens** to understand content consumption habits.

2ND LARGEST

content crawler with proprietary AI

The **content consumption is classified using Proximic by Comscore's contextual crawler** and run through their intelligent categorization technology. This technology leverages proprietary machine learning to classify content at an ultra-granular level across 350,000 subcategories and **detects content signals in real-time** that continuously fuels categorization.

COOKIE-FREE

Predictive Audiences

This **cookie-free categorization allows Proximic by Comscore to identify the type of content consumed** by each of the seed set segments at an incredibly granular level to produce privacy-focused Predictive Audiences based on those contextual signals that were flagged as having the **highest affinity among the seed set**.

datadesk

Ready to activate? Contact our dedicated team at **datadesk@eyeota.com** to find out more.

Commitment to Data Quality

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

Predictive Audiences Segment Guide

B2B

Predictive Audience > Eyeota > B2B -

- B2B - Decision Makers - Job Function - C Level - CMO
- Decision Makers
- Decision Makers - C Level - COO
- Decision Makers - C Level - CTO
- Decision Makers - Communications Industry
- Decision Makers - Consumer Services Industry - Automotive Repair, Rental and Parking
- Decision Makers - Consumer Services Industry - Salon and Spa
- Decision Makers - Education Industry
- Decision Makers - Entertainment Industry
- Decision Makers - Entertainment Industry - Amusement Parks
- Decision Makers - Finance Industry
- Decision Makers - Healthcare Industry
- Decision Makers - Insurance Industry
- Decision Makers - IT Industry
- Decision Makers - Job Function - C Level
- Decision Makers - Job Function - C Level - CEO
- Decision Makers - Job Function - C Level - CIO
- Decision Makers - Manufacturing Industry
- Decision Makers - Manufacturing Industry - Food and Beverage
- Decision Makers - Manufacturing Industry - Printing and Publishing
- Decision Makers - Manufacturing Industry - Tobacco Products
- Decision Makers - Organization Type - Small Business
- Decision Makers - Retail Industry
- Decision Makers - Retail Industry - Auto Dealers
- Decision Makers - Retail Industry - Auto Parts Dealers
- Decision Makers - Retail Industry - Department, Big Box and Super Stores
- Decision Makers - Retail Industry - Fashion Apparel and Accessories
- Decision Makers - Retail Industry - Grocery and Food Specialty Stores
- Decision Makers - Retail Industry - Home Improvement and Hardware
- Decision Makers - Travel and Hospitality Industry
- Employment - Business Services Industry - Computer Software, Programming and Data Processing
- Employment - Business Services Industry - Executive and Strategic Management
- Employment - Business Services Industry - Program and Project Management
- Employment - Communications Industry
- Employment - Construction Industry
- Employment - Consumer Services Industry - Salon and Spa
- Employment - Department - Compliance
- Employment - Department - Security and Privacy
- Employment - Education Industry - Professors and Teachers
- Employment - Finance Industry
- Employment - Government Industry - Public Finance, Taxation and Monetary Policy
- Employment - Healthcare Industry
- Employment - Healthcare Industry - Health Professionals - Doctors, Physicians and Surgeons
- Employment - Insurance Industry
- Employment - IT Industry
- Employment - IT Industry - Database and Data Processing
- Employment - IT Industry - Hardware, Network and Systems
- Employment - Job Role - Operations Manager
- Employment - Job Role - Software Developer
- Employment - Job Role - Systems and Business Analyst
- Employment - Manufacturing Industry
- Employment - Research Industry - Biotech and Biomedical
- Employment - Retail Industry
- Employment - Retail Industry - Consumer Electronics
- Firmographics - Company Revenue - $1-$5M
- Firmographics - Company Revenue - $10-$20M
- Firmographics - Company Revenue - $100-$500M
- Firmographics - Company Revenue - $20-$50M
- Firmographics - Company Revenue - $5-$10M
- Firmographics - Company Revenue - $50-$100M
- Firmographics - Company Revenue - $500K-$1M
- Firmographics - Company Revenue - $500M-$1B
- Firmographics - Company Revenue - Less Than $500k
- Firmographics - Company Revenue - More Than $1B
- Firmographics - Company Size - Fortune 1000
- Firmographics - Company Size - Fortune 500
- Firmographics - Company Size - Large (More Than 1000 Employees)
- Firmographics - Company Size - Medium (100-499 Employees)
- Firmographics - Company Size - Medium-Large (500-999 Employees)
- Firmographics - Company Size - Medium-Small (50-99 Employees)
- Firmographics - Company Size - Micro (1-9 Employees)
- Firmographics - Company Size - Small (10-49 Employees)
- Firmographics - Organization Type - Government
- Firmographics - Organization Type - Incorporated
- Firmographics - Organization Type - Nonprofit
- Firmographics - Organization Type - Partnership
- Firmographics - Organization Type - Private
- Firmographics - Organization Type - Professional Firms
- Intent - Products and Services - Office Supplies
- Intent - Products and Services - Security Software
- Interest - Business Services Industry - Operations
- Interest - Healthcare Industry - Medical
- Interest - Products and Services - Business Software
- Salon and Spa - Consumer Service Professionals
- Technographics - Products and Services - Cloud Services

Full taxonomy is now available via
Proximic Activation Platform

Learn More

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Predictive Audiences Segment Guide

Auto
Predictive Audience > Eyeota > Auto -
- Intent - Car Make - Buick
- Intent - Car Make - Cadillac
- Interest - Auto

Consumer Electronics
Predictive Audience > Eyeota > Consumer Electronics -
- Intent - Video Games
- Interest - Computers and Laptops
- US - Interest - Computers and Laptops

CPG and FMCG
Predictive Audience > Eyeota > CPG and FMCG -
- US - Interest - Beverage - Alcohol - Wine
- US - Interest - Diet - Vegetarians and Vegans
- US - Interest - Grocery

Demo
Predictive Audience > Eyeota > Demo -
- Education Level - Graduate - Bachelors / Undergraduate / College Degree
- Employment StatJob Seekers
- Employment StatUnemployed
- Family - Parents
- Generation - Gen Y / Millennials
- Homeowner
- Language Spoken - Spanish
- Life Events - New Homeowners
- Life Events - New Parents
- Life Events - Newly Married
- Life Events - Pre Movers

Entertainment
Predictive Audience > Eyeota > Entertainment -
- TV viewership - TV Network - PBS

Health and Fitness
Predictive Audience > Eyeota > Health and Fitness -
- Interest - Health & Fitness

Home and Garden
Predictive Audience > Eyeota > Home and Garden -
- Interest - Home Improvement

Lifestyle
Predictive Audience > Eyeota > Lifestyle -
- Interest - Gambling
- Interest - Hobbies - Farming and Agriculture
- Owner - Pets - Cats
- Owner - Pets - Dogs

Retail
Predictive Audience > Eyeota > Retail -
- Intent - Home and Garden - Furniture

Travel
Predictive Audience > Eyeota > Travel -
- Interest - Category - Luxury
- Interest - Travel

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Customer Success Story

Eightbar leverages Predictive Audiences to help leading technology brand, IBM, achieve the most efficient Cost-Per-Engaged-Visit (CPEV).

Results:

46% Lower
CPEV compared to competitive behavioral audience

23% Lower
CPEV compared to competitive contextual segment

Learn More

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