

# Predictive Audiences



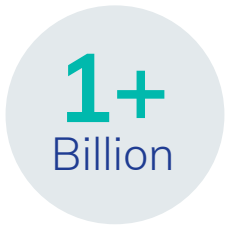
## Overview

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



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 audience 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  
Ukrainian  
Urdu  
Vietnamese



# How Predictive Audiences Work



## SEED SET

Consumer behaviors from Eyeota



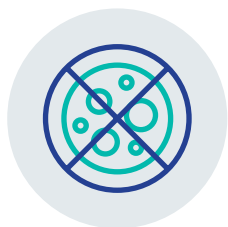
## PANELS

Comscore's digital, mobile, TV & WiFi panels



## 2ND LARGEST

content crawler with proprietary AI



## COOKIE-FREE

Predictive Audiences

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.

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.

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.

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](mailto: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](#)



**eyeota**

A Dun & Bradstreet Company

# 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

Full taxonomy is now available via  
**Proximic Activation Platform**

[Learn More](#)



Ready to Activate? Contact our dedicated team at [datadesk@eyeota.com](mailto:datadesk@eyeota.com) to find out more.

## 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](#)

