

How to enhance social media marketing with audience data



eyeota

A Dun & Bradstreet Company



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Introduction

The social media marketing landscape keeps getting more competitive, but it is also becoming more popular as a marketing medium with every passing year.

Social is now second only to search in digital advertising, and every additional channel provides new opportunities and challenges for marketers. Being able to accurately target social users based on their unique attributes and scale this process is key to success.

Brands are seeking new and improved ways to leverage the power of social media, as each platform has transformed from its original organic state to a pay-to-play format. Eyeota is a forward-thinking leader in the social media marketing space, providing innovative solutions for brands looking to expand their advertising footprint and increase ad spend across social media channels.





The Limitations of Social Channel Data

Brands seeking to target prospects on social media are hampered due to the limitations of social channel data. The overwhelming amount of data available from social media users can seem almost unlimited, but defining an effective audience targeting strategy for social media campaigns can prove difficult when based solely on data that has been generated by a consumer's social channel activity.

Social channel data provides user information specific to their social media activity such as connections and location. Outside that, however, there is very little knowledge of the customer and what their other interests, demographics, wants and needs might be.

Without strategic demographic targeting founded on high-quality audience data, spending on social ads may be ineffective to reach the right target customers. Understanding how to leverage audience data to grow reach on social media and segment audiences for more effective targeting can help increase social media marketing effectiveness and allow businesses to rapidly scale their reach.

What is Third-Party Data?

Third-party data, also known as audience data, is built from online and offline behavioral signals that are categorized into segments for digital targeting. It is important to note that third-party data is not third-party cookies. Third-party cookies are a single identifier that makes up third-party data.

Third-party data that is a combination of user IDs based on mobile, first-party, contextual and Universal IDs is available today and will continue to be available when third-party cookies are removed by Google in 2023.

Even in an increasingly privacy-first world, third-party data is still entirely viable—and essential to rounding out your marketing strategy. Third party data can be used as a complement to first-party data or social channel data to help marketers create a deeper understanding of their desired customers. When combined with social channel data, brands and marketers can activate a holistic targeting strategy to engage audiences based on their demographics, needs and desires through social advertising.





Introducing Eyeota Audiences for Social Media Marketing

Eyeota audiences are available for deployment on social media to enhance and improve social campaign targeting and effectiveness. Eyeota seamlessly fuses online behaviors and offline-generated signals to create audience profiles that brands can leverage across digital channels, including on social media.

Deploying audience data from Eyeota-branded partners on social media allows you to develop deeper insights into your core customer base, while identifying, targeting and crafting messaging for new customer segments who share your existing base's attributes.

This audience activation across both social and programmatic advertising channels means you can:

- Stay consistent in targeting across multi-channel audiences
- Accurately track audience-level frequency
- Clearly benchmark audience response results
- Design future campaign planning around newly acquired data

4 Simple Steps To Better Social Marketing & Advertising

Eyeota makes it possible to develop more highly targeted audiences than ever and drive increased brand consistency for superior social marketing results.



1. Enhance targeting

Integrate consumer behavioral traits not available from social channels including:

- Brand affinities
- Lifestyle interests
- Offline purchase behaviors
- Socio-demo traits
- Store location proximities



2. Maintain a consistent message cross-channel

Activate a consistent cross-channel advertising strategy across :

- Audio
- CTV
- Programmatic Display
- Mobile
- Social channels





3. Optimize customer and prospect needs

Use audience data on all targeted digital and social channels to:

- Present the features and benefits of your brand as relevant to your target demographic
- Enhancing visibility across channels and platforms for renewed growth



4. Achieve greater campaign results and ROI

Analyze and track the performance of your audience engagements to:

- Fine-tune future campaign tactics and channel investments
- Achieve greater campaign results and ROI

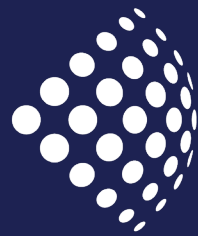
Closing

Eyeota delivers on the qualified audience data that brands need to effectively scale.

These audiences can make it possible to broaden your omnichannel reach for maximum social spend ROI. With Eyeota, you can leverage:

- Globally available B2B and B2C audience profiles that are categorized by traits, personas and behaviors that drive the consumers' path to purchase.
- More than 70 premium-branded data partner solutions ranging from lifestyle, brand-affinity, and interest, to intent, purchase, demographics, and contextual and offline behavioral insights.
- 35+ vertical and seasonal targeting categories, including historically difficult or near impossible to leverage verticals.
- Privacy-compliant audience data that is certified in line with GDPR and CCPA regulations.

Ready to activate Eyeota B2B and B2C audience solutions for enhanced marketing on social media channels? Connect with an audience specialist today at datadesk@eyeota.com.



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