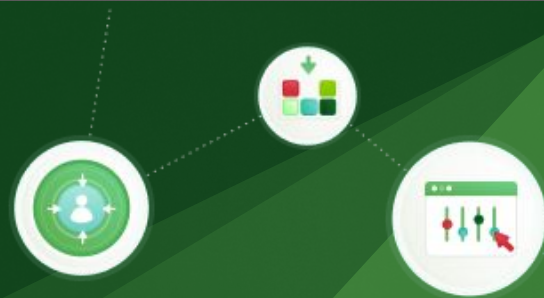


# How to Build Custom Audiences with ShareThis



ShareThis Custom Audience Segments are the perfect solution to **refine targeting and reach ideal customer profiles at scale**. ShareThis offers rich segments fueled by online actions across **3 million global websites** and tailors them to meet each unique request using specific keywords relevant to campaign goals.

**Have a client interested in our custom segments?  
Activate with ShareThis in 6 easy steps:**



## Step 1

**Collect the details** of your client's request:

- Advertiser
- Flight
- Seat ID
- Target Audience
- Campaign Objective
- Campaign KPIs and Benchmarks
- Geotargeting information
- Creative format (display, video, native etc.)
- Device targeting (mobile, in-app/web, desktop, CTV, etc.)
- Inventory restrictions (blacklist, whitelist, PMP, etc.)



## Step 2

Share your **custom audience definition and/or keyword list** alongside info gathered from step 1 to the desired platform



## Step 3

ShareThis designs **custom audience recommendations** using the shared information.



## Step 4

**Present the custom recommendations** to your client for feedback and approval.



## Step 5

ShareThis pushes over approved custom segments to the desired **Seat ID** and verifies they can be found and activated **after ~2 business days**.



## Step 6

ShareThis checks in on **segment performance and delivery** throughout the campaign and provides additional solutions as necessary.

**We are here to help support you  
with all of your business needs!**

Do not hesitate to reach out to your ShareThis lead or [data@sharethis.com](mailto:data@sharethis.com) with any questions or requests.