**⚑ FieldTest**

# Supercharge your campaigns with these hard to find audience segments.

The FieldTest data network of specialized web publishers and select brands gathers together some of the most elusive and hard to reach audiences. Our data science team maps both content and purchase intent to produce audiences with strong intender signals.

Our specialized audience graph delivers first to market audience segments from crytpo investors to CBD purchase intenders. Our audience graph expands across general industry verticals including beauty, health, fitness, fashion, entertainment, food & beverage and B2B.

- 50+ million unique users

- Over 400 first party data segments

- CBD, Crypto, Dating and other hard to find audiences

- Specialized audiences in streaming, health and beauty, and more!

- Updated monthly

| **3x** | **$1** | **$3** | **400** |
|---|---|---|---|
| AVG ROAS | AVG CPM | CPM Cap | *audiences* |

D2C_Auto_E_Bike_Intender.csv
D2C_Auto_E_Bike_InMarket.csv
D2C_Auto_eBikes_Intender.csv
D2C_Auto_eBikes_InMarket.csv
D2C_Auto_Motorbikes_Intender.csv
D2C_Auto_Motorbikes_InMarket.csv
D2C_Auto_Scooters_Intender.csv
D2C_Auto_Scooters_InMarket.csv
D2C_Beverages_Caffeine_Addicts_Intender.csv
D2C_Beverages_Caffeine_Addicts_InMarket.csv
D2C_Beverages_Coffee_Alternatives_Intender.csv
D2C_Beverages_Coffee_Alternatives_InMarket.csv
D2C_Beverages_Coffee_Beans_Intender.csv
D2C_Beverages_Coffee_Beans_InMarket.csv
D2C_Beverages_Coffee_Lovers_Intender.csv
D2C_Beverages_Coffee_Lovers_InMarket.csv
D2C_Espresso_and_Ground_Coffee_Intender.csv
D2C_Espresso_and_Ground_Coffee_InMarket.csv
D2C_Beverages_Home_Brewed_Coffee_Intender.csv
D2C_Beverages_Home_Brewed_Coffee_InMarket.csv
D2C_Beverages_Mushroom_Drinks_Intender.csv
D2C_Beverages_Mushroom_Drinks_InMarket.csv
D2C_Beverages_Supplement_Drinks_Intender.csv
D2C_Beverages_Supplement_Drinks_InMarket.csv
D2C_Beverages_Teas_Intender.csv

## About FieldTest

FieldTest was founded in 2014 by a team of advertising experts with a passion for marketing and a mission to democratize digital advertising.

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