



How to Target Smarter with

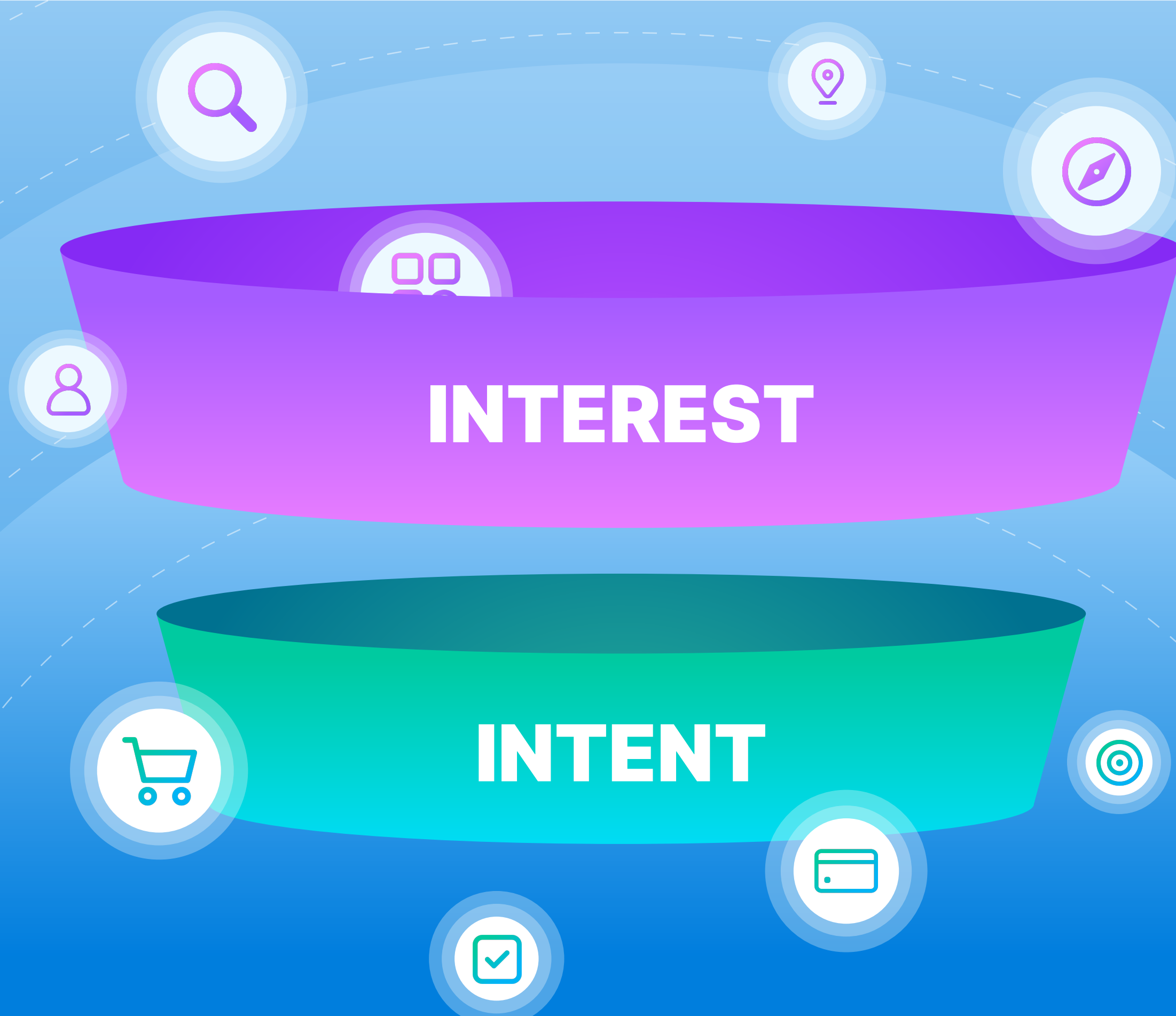
AlikeAudience's New Audiences

Product Highlights

Our new segments help advertisers engage consumers at every stage, from awareness to consideration.

Interest segments capture consumer preferences to deliver broader audience reach using behavioral signals from app usage, location, and demographics.

Intent segments focus on highly engaged audiences who demonstrate stronger purchase consideration.



3K+ new segments



2K+ advertisers adopted



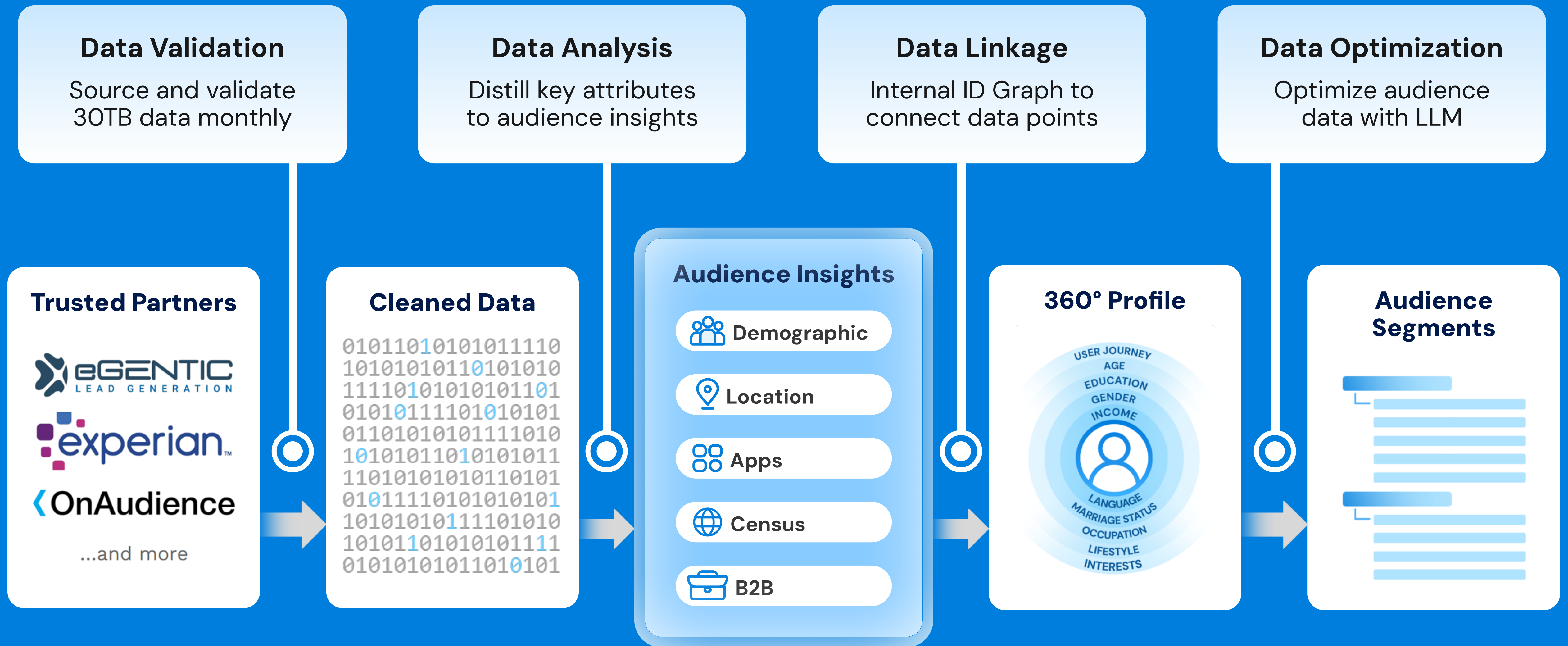
27% lower CPM compared to previous audience segments

Aligned with IAB Tech Lab's standards

we ensure transparent and consistent targeting to enhance audience reach.



Our Methodology



*LLM refers to Large Language Modeling

Industry Verticals with New Segments



Art &
Entertainment



Automotive



Books &
Literature



Business &
Finance



Career & Jobs



CPG



Education



Food &
Beverages



Gambling &
Gaming



Health &
Wellness



Hobbies &
Interests



Home &
Garden



Lifestyle &
Living



News &
Politics



Pets &
Animals



Real Estate



Retail



Shopping



Sports



Style &
Fashion

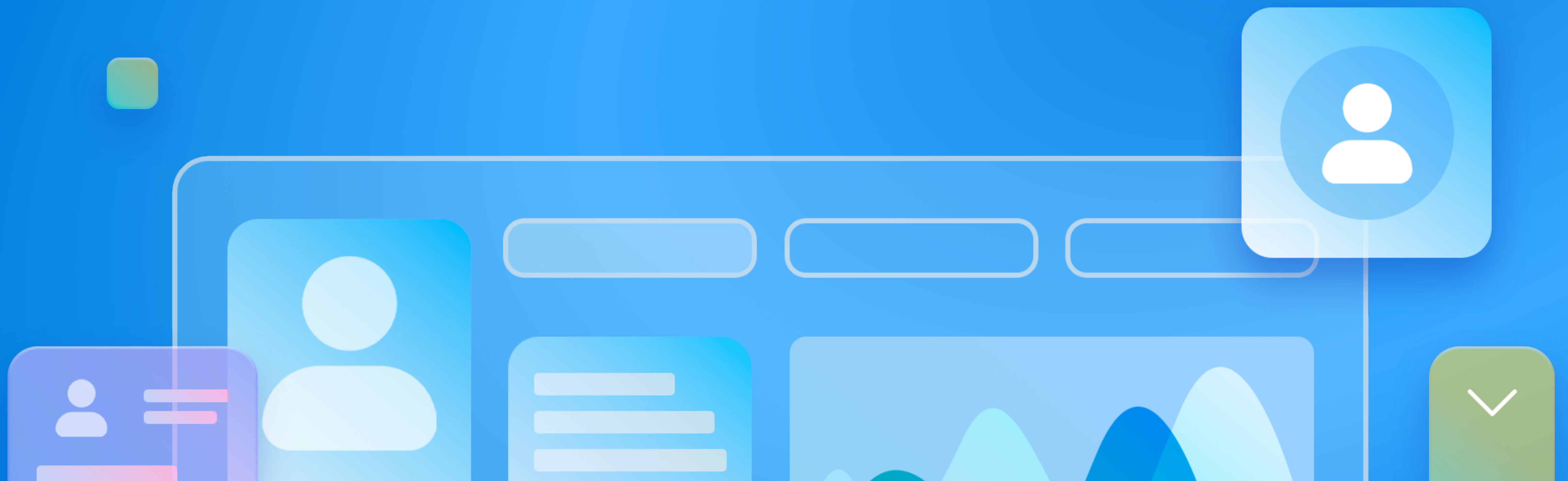


Technology &
Computing

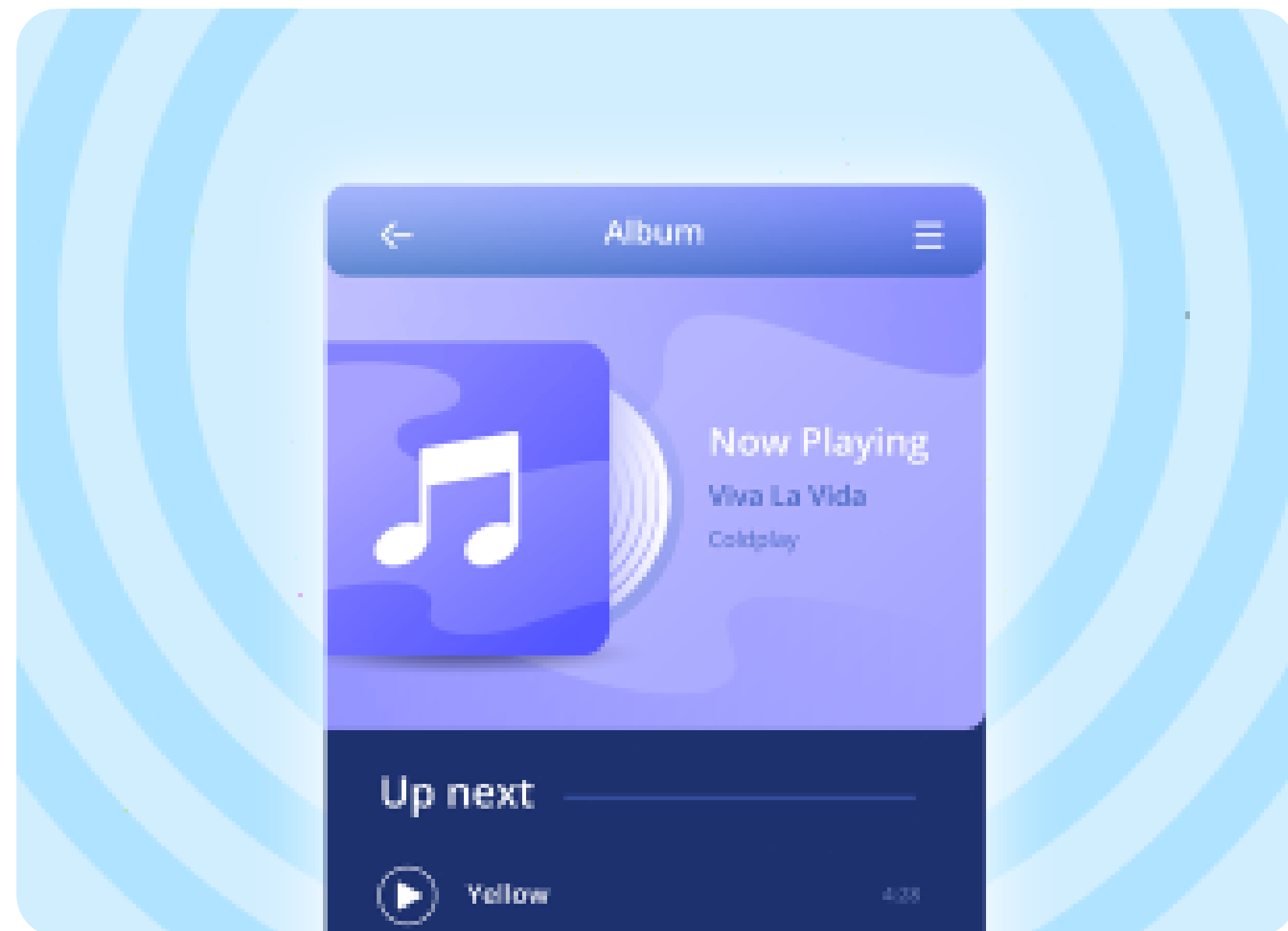


Travel

A Glimpse into Our New Audience Groups



Arts & Entertainment – Music & Audio



A music streaming service can target users who frequently listen to specific genres or radio to boost subscriptions.

Audience You Can Reach:

- Music enthusiasts by genre, jazz, pop music, R&B, country music, etc
- Music streaming users of Apple music, Spotify, Tidal or online radio
- Radio listeners interested in education, business news, news or sports

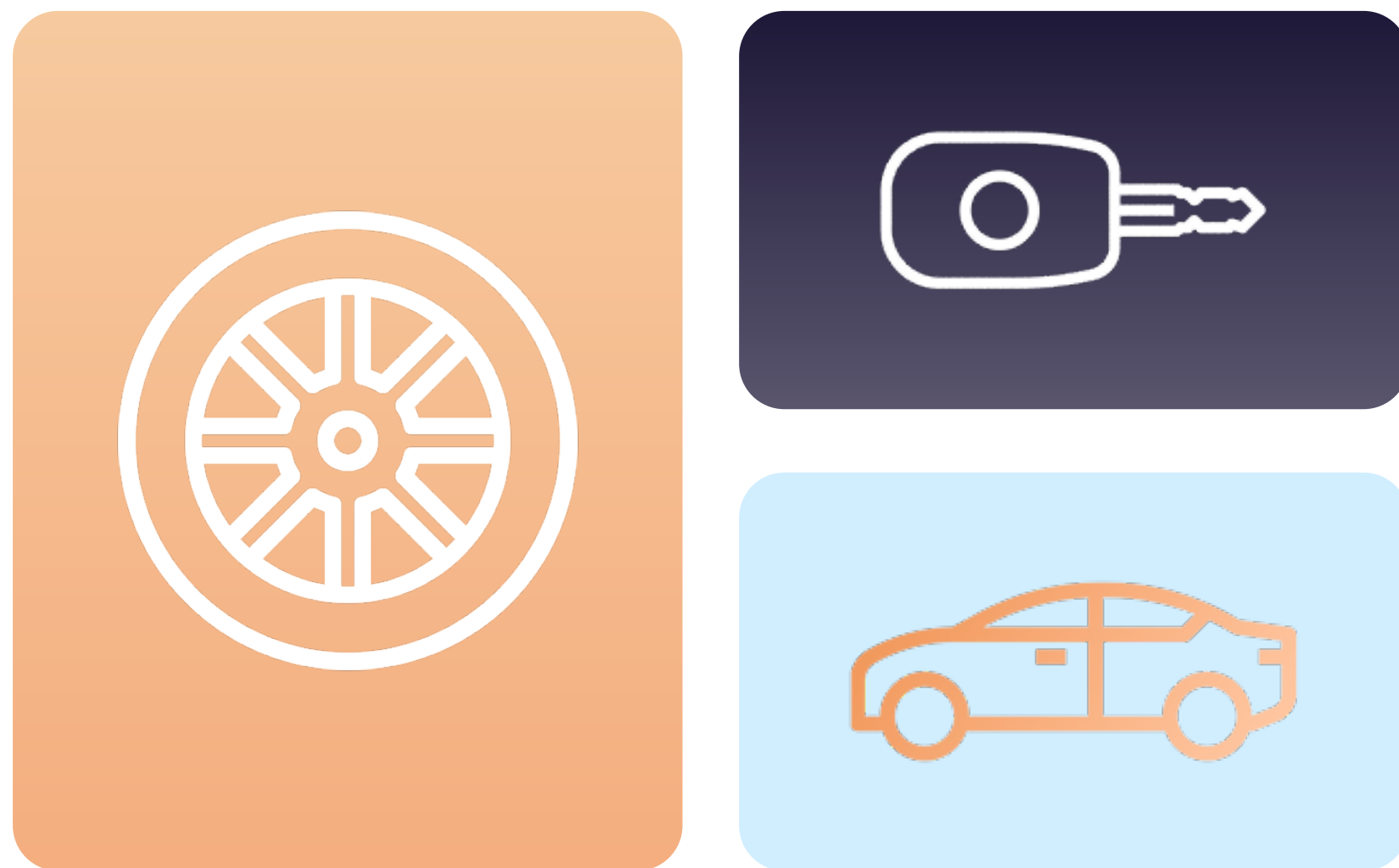
Automotive – Buying & Selling



An online car marketplace can target individuals interested in buying vehicles.

Audience You Can Reach:

- Individuals actively searching for new cars and researching models, feature and financing options
- Consumers exploring pre-owned and used cars, comparing deals and models
- Car buyers searching vehicles across online platforms to find the best deal



CPG – Household Care



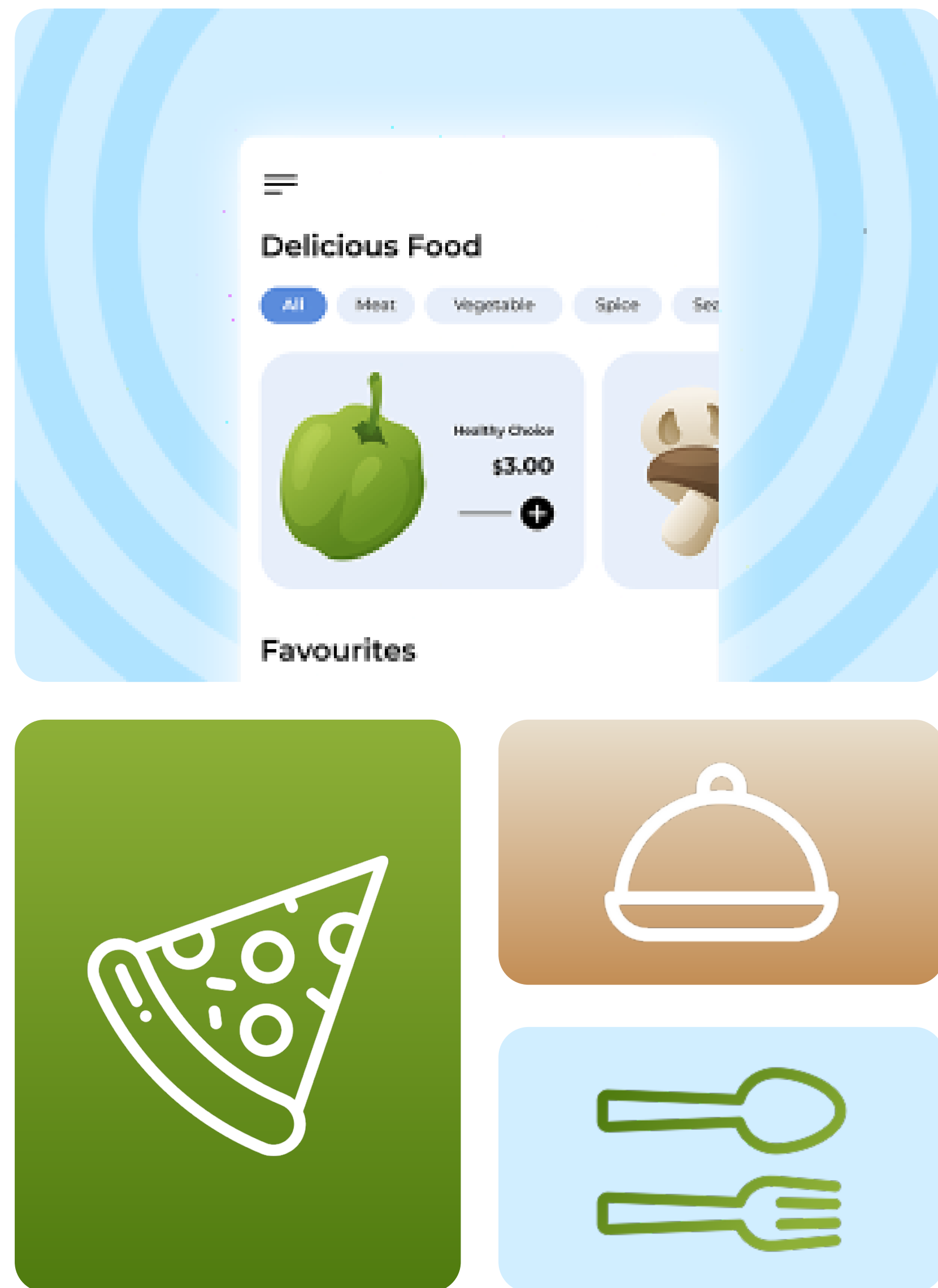
A smart home security company can engage tech-savvy consumers interested in smart cameras and home automation.

Audience You Can Reach:

- Homeowners investing in smart home security system
- Families interesting in smart home cleaner
- Smart home enthusiasts exploring smart camera



Food & Beverages – Meal Type

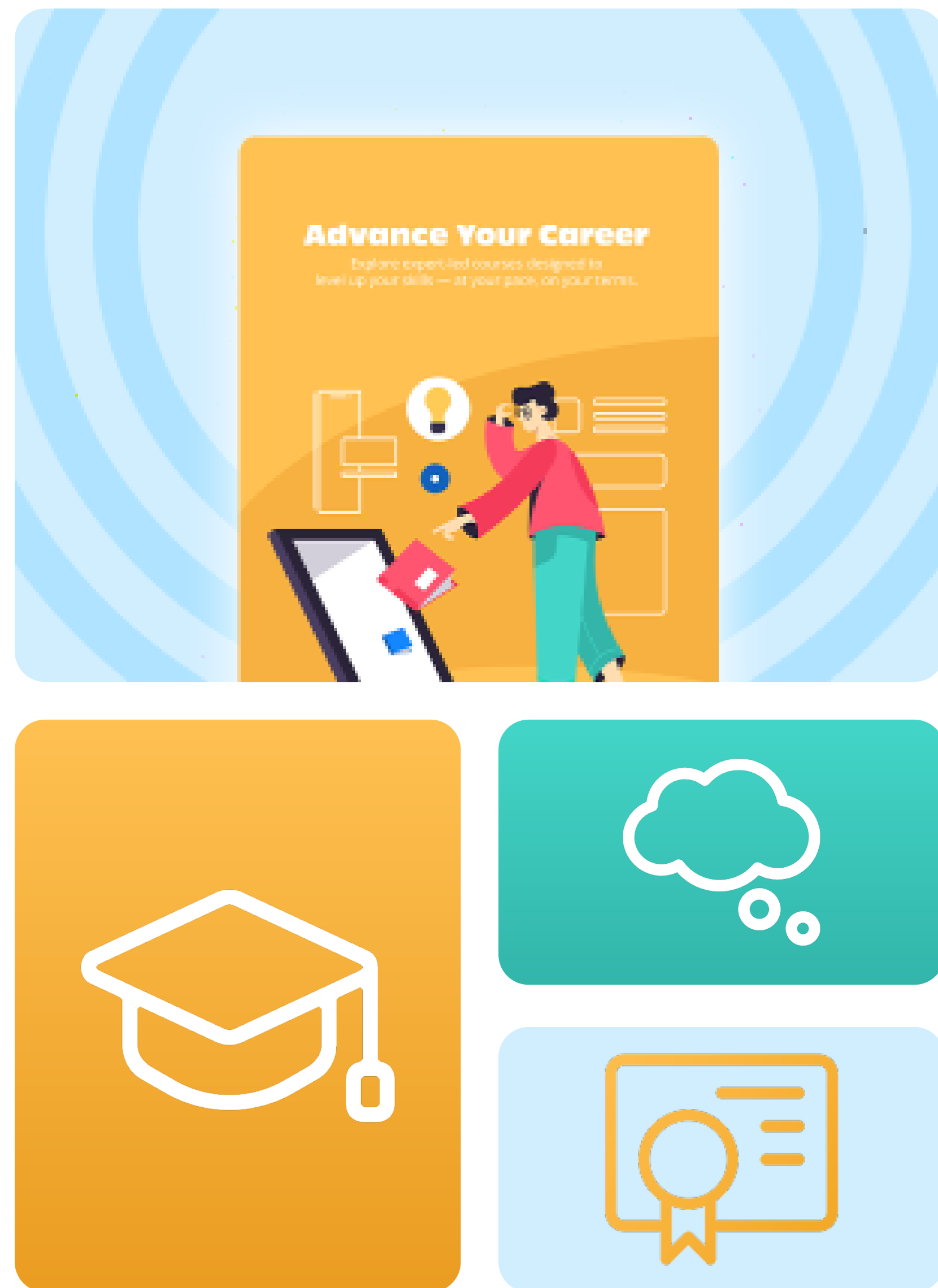


A food delivery app can target consumers based on specific meal occasions, tailoring promotions to their eating habits and preferences.

Audience You Can Reach:

- Dessert enthusiasts seeking desserts and sweet treats
- Snack lovers looking for convenient snack options
- Users frequently browsing dinner options

Education – Business Education



An online learning platform can target professionals at different education stages to promote business education programs.

Audience You Can Reach:

- Mid-career professionals seeking leadership development to advance their careers
- Graduates exploring professional certifications or postgraduate studies

Trusted by Brands and Agencies



Find our data on





AlikeAudience is an award-winning data science company focused on omnichannel data activation. We enable advertisers to seamlessly connect with their target audiences through AI-powered, future-proof data solutions.

Start targeting smarter. Contact us to explore the full suite of new audience segments tailored to your campaign goals.

Contact Now



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