



How to Target Smarter with

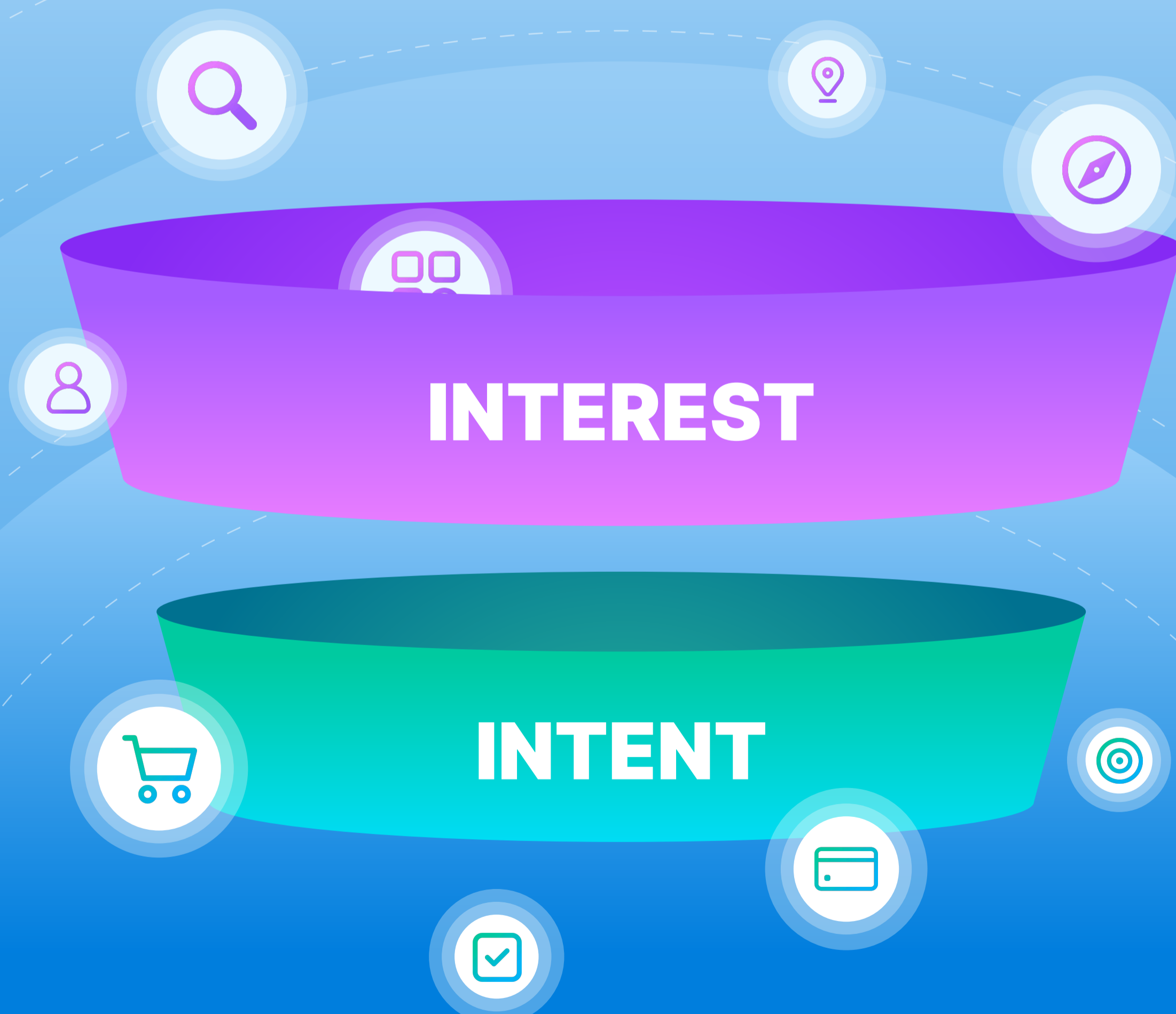
# AlikeAudience's New Audiences

# 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



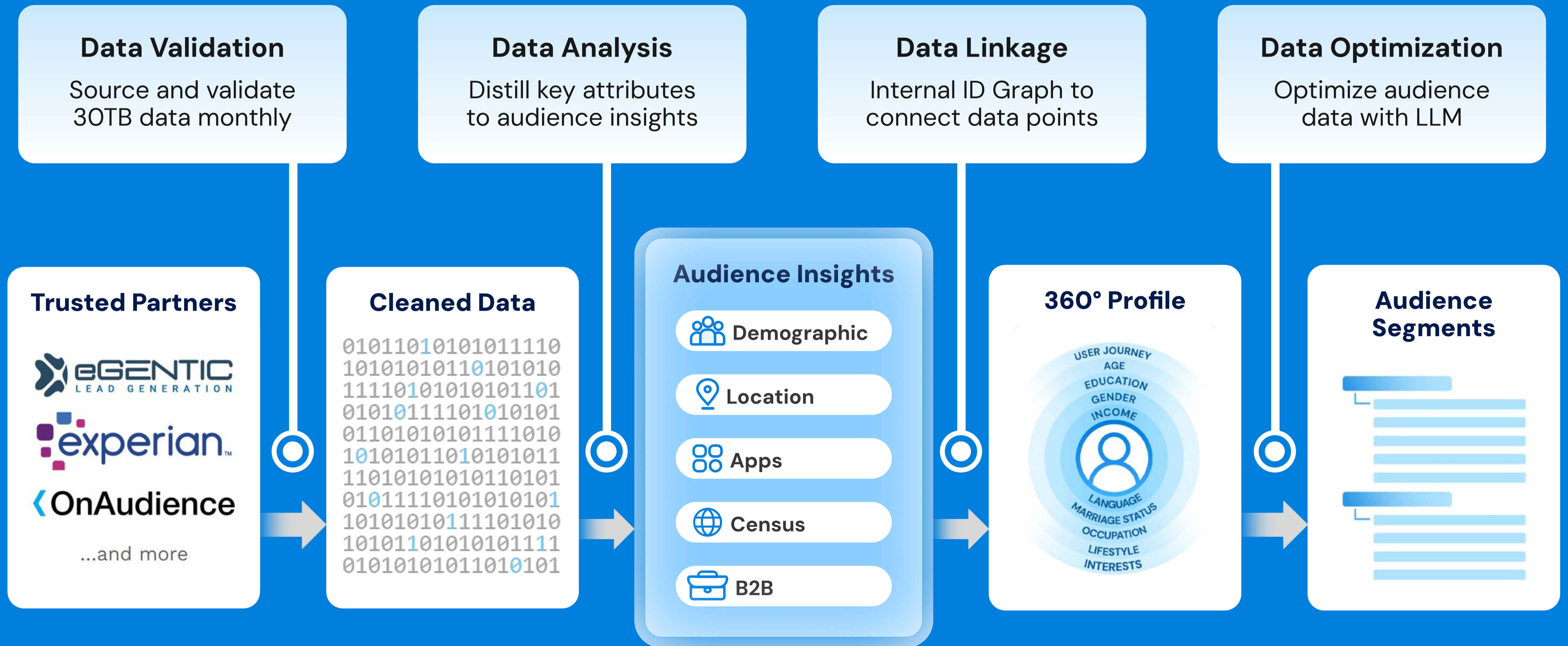
**27%** lower CPM compared to previous audience segments

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

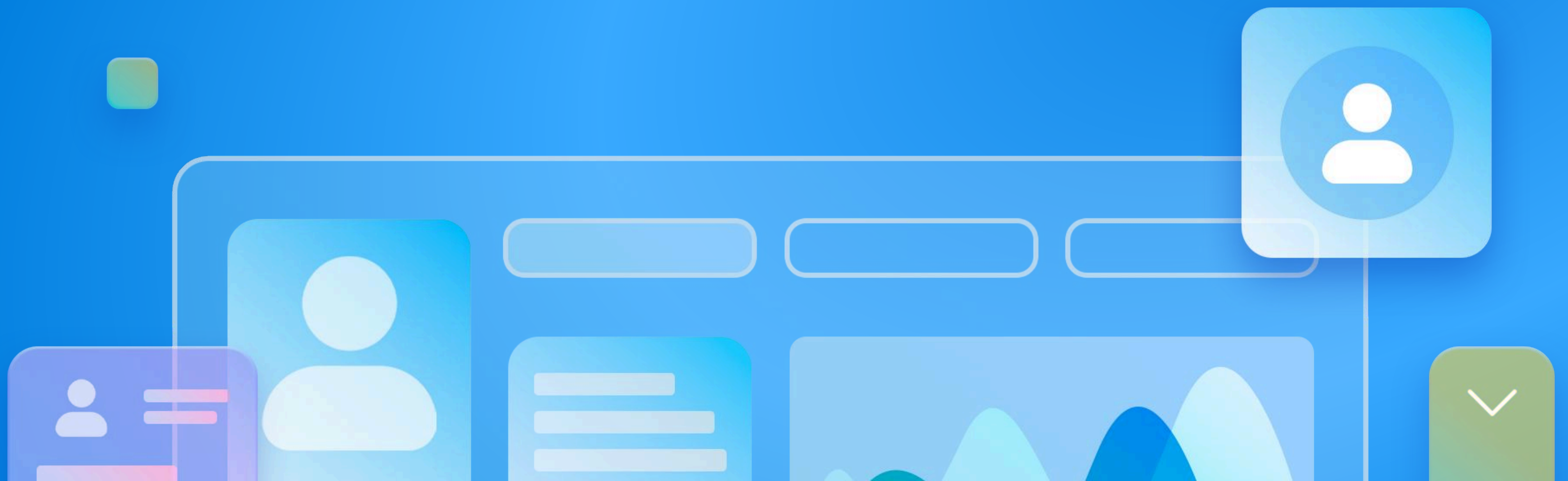


Technology &  
Computing

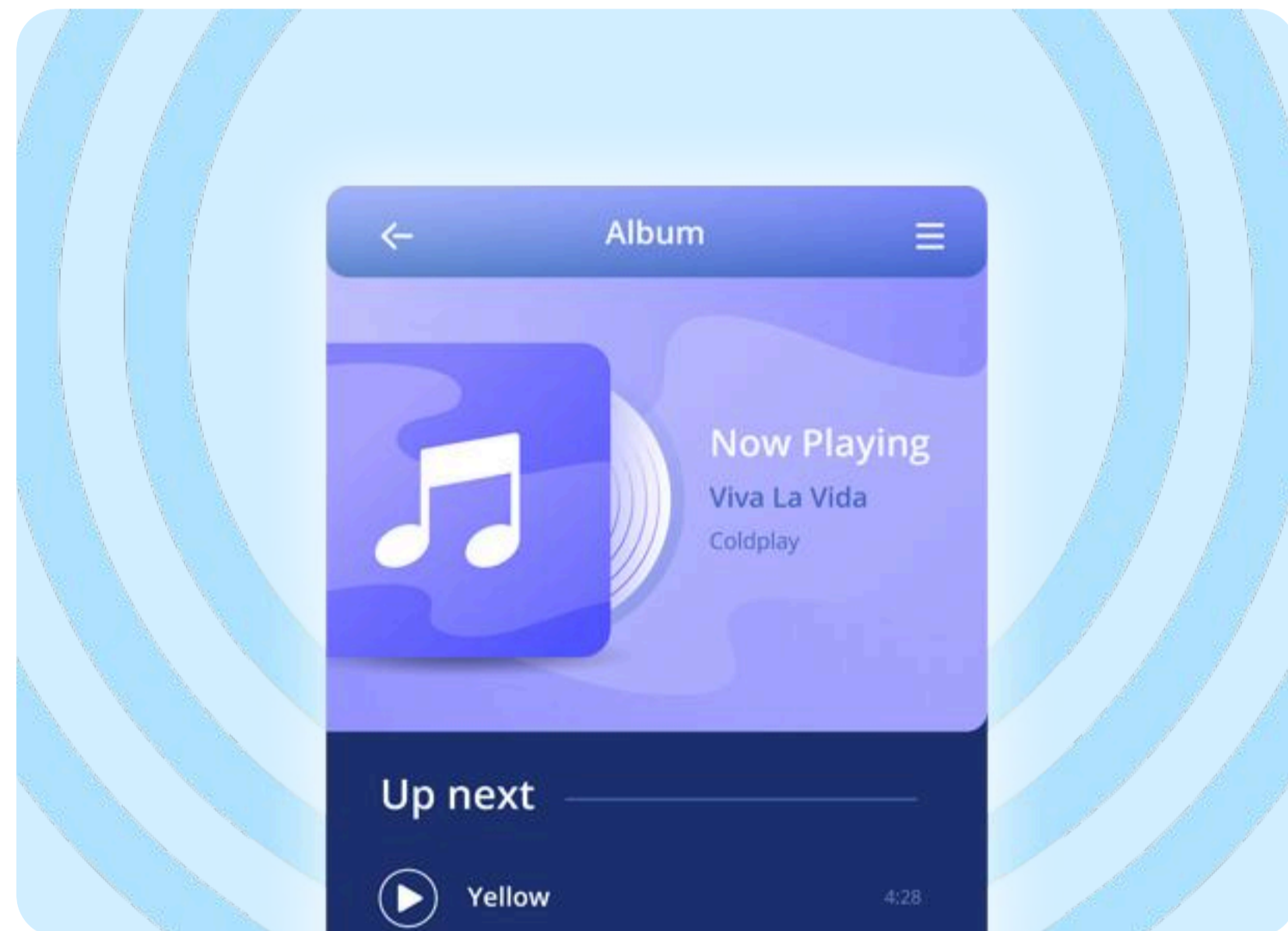


Travel

# 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

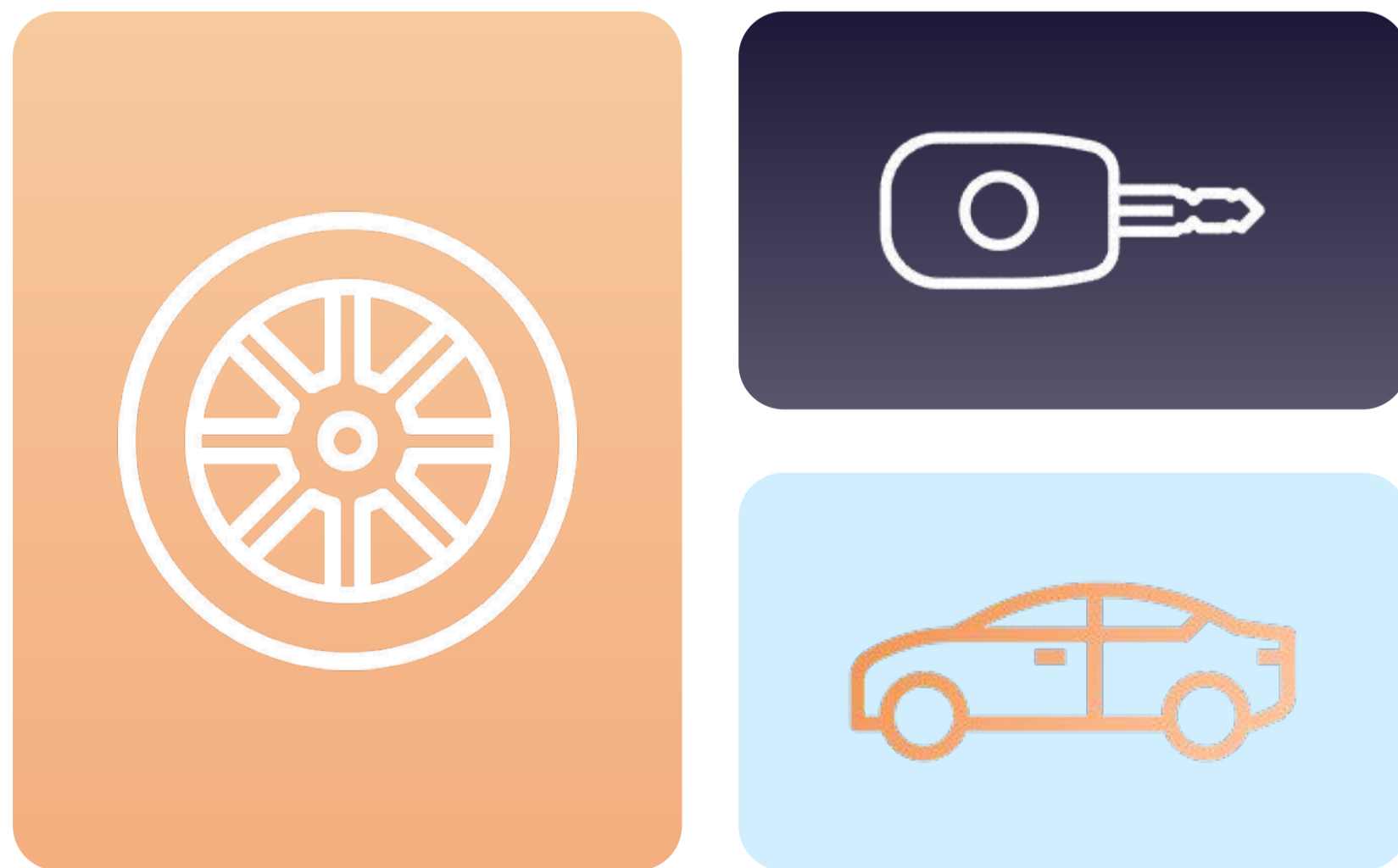
# Automotive – Buying & Selling



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



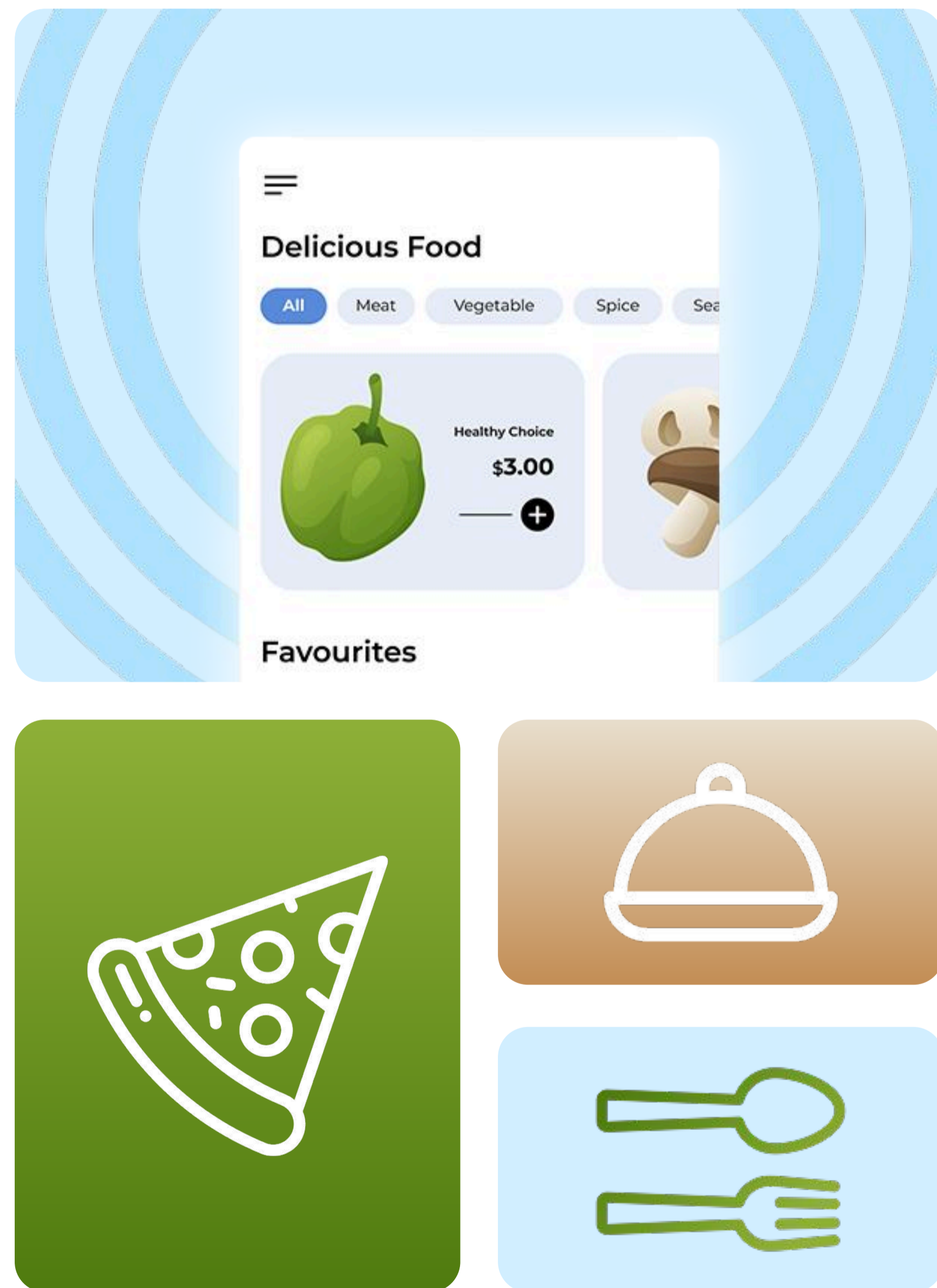
**A smart home security company can engage tech-savvy consumers interested in smart cameras and home automation.**

## **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

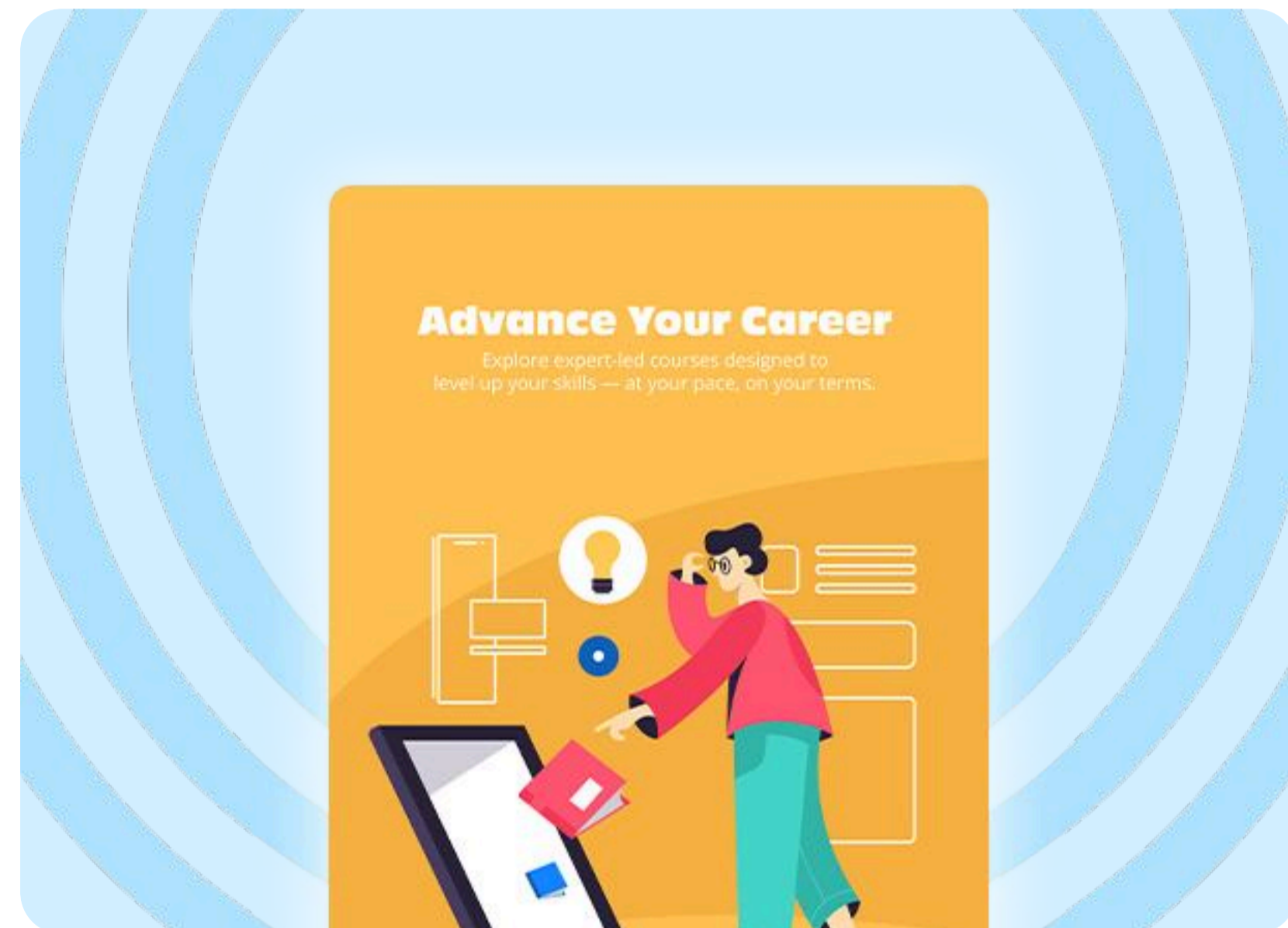


A food delivery app can target consumers based on specific meal occasions, tailoring promotions to their eating habits and preferences.

## 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:

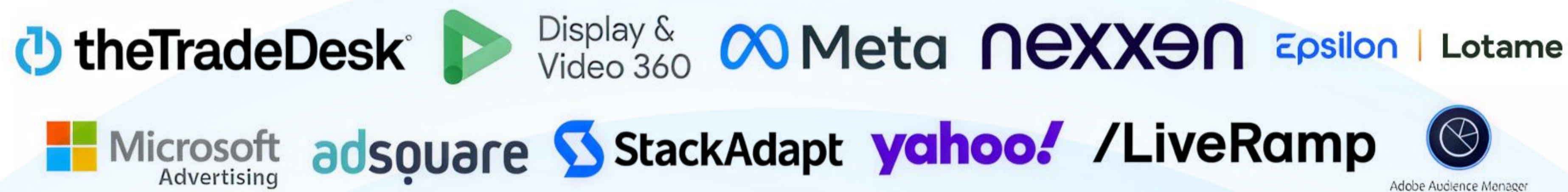
- Mid-career professionals seeking leadership development to advance their careers
- Graduates exploring professional certifications or postgraduate studies



## 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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