AlikeAudience

Think Alike Playbook

Competitor Audience Targeting

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# Unlocking Success: Leverage Your Competitor's Audience Data for Enhanced Targeting

Boost your success in today's competitive market with AI-powered strategic data insights. Our tailored competitor audience data provides valuable industry insights from industry leaders, enabling marketers to maximize their advertising efforts by analyzing the top 1,000 advertisers and campaign data. Choose from 17 predefined verticals to deliver hyper-targeted campaigns with the right reach and coverage across your competitors. Let our insights fuel your business growth and keep you ahead of the competition.

Beverages and Food

United States > Competitor Audience Targeting > Beverages and Foods
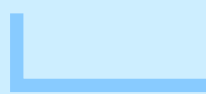
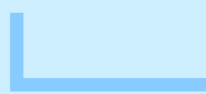Bakery   Confectionery Products   Food Delivery Services   Food Ingredients and Products

Non-Alcoholic Beverages   Packaged Foods and Beverages   Spirits and Alcoholic Beverages

United States > Competitor Audience Targeting > Beverages and Foods > Restaurants
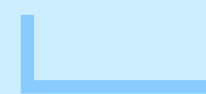
Casual Dining   Chain of Restaurants   Fast Food

Consumer Goods

United States > Competitor Audience Targeting > Consumer Goods > Baby and Toddler Products

United States > Competitor Audience Targeting > Consumer Goods > Beauty and Personal Care > Beauty Products
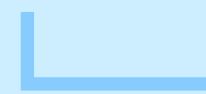
Cosmetic   Hair Care Products   Nail Care Products

United States > Competitor Audience Targeting > Consumer Goods > Beauty and Personal Care > Personal Care

Hair Removal   Incontinence and Personal Hygiene Products   Oral Care Products

Sexual Wellness and Skincare Products   Skin Care Products

United States > Competitor Audience Targeting > Consumer Goods > Educational Toys and Games

United States > Competitor Audience Targeting > Consumer Goods > Electronics

Electronics and Technology Services   Home Robotics and Smart Systems   Pet Health Technology and Monitoring

United States > Competitor Audience Targeting > Consumer Goods

Gifts and Special Occasion   Luxury Watch   Organic > Personal Care and Specialty Food Products

Outdoor Play Equipment   Personal and Household Products   Pet Food and Nutrition Product

Supermarket and Grocery Stores

Entertainment

United States > Competitor Audience Targeting > Entertainment

Cinema   Lottery and Gambling   Mobile and Online Gaming   Motorsports and Entertainment

Music   Online Gambling and Sports Betting   Performing Arts and Live Events

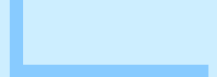Television and Streaming Services   Theatre and Live Performance   Theme Parks

Education

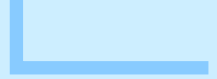**United States > Competitor Audience Targeting > Education**

└── Higher Education Marketing and PR | Online Education Services | Tutoring Services
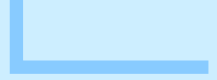
Finance

United States > Competitor Audience Targeting > Finance > Banking

└── Personal and Business | Personal and Commercial

United States > Competitor Audience Targeting > Finance > Insurance
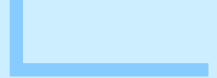
└── Dental Insurance Services | General | Life and Healthcare | Vehicle | Medical Insurance - Federal Employees

United States > Competitor Audience Targeting > Finance > Investment

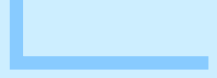└── Cryptocurrency Financial | Wealth Management and Asset Management | Savings and Investment Plans

United States > Competitor Audience Targeting > Finance > Loan

└── Online Lending | Housing Finance and Assistance Services

United States > Competitor Audience Targeting > Finance > Payment

└── Online Lending | Housing Finance and Assistance Services

United States > Competitor Audience Targeting > Finance > Real Estate

Healthcare

United States > Competitor Audience Targeting > Healthcare > Biotechnology

United States > Competitor Audience Targeting > Healthcare > Health and Wellness

Diabetes Care Products   Fitness Club and Personal Training Services   Weight Management

Health Awareness and Support Services   Supplements, Nutrition, and Fitness Products

United States > Competitor Audience Targeting > Healthcare > Healthcare

Healthcare Fraud Prevention   Integrated Healthcare Services and Facilities

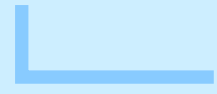Pediatric Healthcare Services   Primary and Senior Healthcare Services   Senior and Retirement Home Services

United States > Competitor Audience Targeting > Healthcare > Medical and Laboratory Supplies
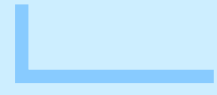
United States > Competitor Audience Targeting > Healthcare > Medical Laboratory

United States > Competitor Audience Targeting > Healthcare > Pharmaceuticals

Drug Development and Manufacturing   HIV Treatment and Prevention   Homeopathic and Natural Remedies
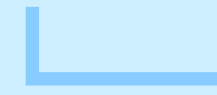
United States > Competitor Audience Targeting > Healthcare > Services

Dental Services   Mental Health and Addiction Services   Optical Services and Products
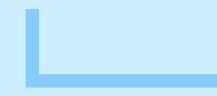
Urgent and Immediate Care Services

Home
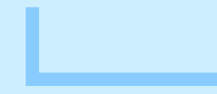
United States > Competitor Audience Targeting > Home

Home Appliance Manufacturing and Retail   Home Safety and Security Equipment

United States > Competitor Audience Targeting > Home > Home Equipment

Air Purification and Cleaning Supplies   HVAC Products and Services

United States > Competitor Audience Targeting > Home > Home Improvement

Bathroom Remodeling and Installation Services   Flooring Products and Installation Services

Home Maintenance and Repair Services   Pest Control Products and Services

United States > Competitor Audience Targeting > Home > Others > Storage Solutions

Industrial

United States > Competitor Audience Targeting > Industrial > Construction

└─ Roofing Materials and Contractor Services | Specialized Construction and Restoration Services

United States > Competitor Audience Targeting > Industrial > Agriculture

└─ Advocacy | Agricultural Equipment | Dairy | Organic Food | Worker Union

United States > Competitor Audience Targeting > Industrial > Automotive

└─ Automotive Maintenance and Repair | Automotive Parts and Accessories Retail

United States > Competitor Audience Targeting > Industrial > Automotive > Dealership Services

└─ Electric and Alternative Energy Vehicles | Luxury Vehicles | Powersports and Off-Road Vehicles

United States > Competitor Audience Targeting > Industrial > Materials

└─ Chemicals Materials | Metal Supply

United States > Competitor Audience Targeting > Industrial > Other Industries

- Adhesives and Sealants Manufacturing and Sales
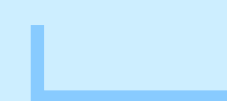- Diversified Manufacturing and Products
- Office Equipment Manufacturing and Sales
- Salt Production

United States > Competitor Audience Targeting > Industrial > Services > Equipment Rental and Leasing Services

Non-Profit Organization

United States > Competitor Audience Targeting > Non-Profit Organization > Advocacy
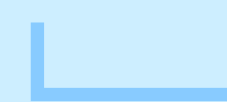
- Advocacy and Social Justice
- Blockchain and Digital Assets Advocacy
- Cultural and Historical Advocacy
- Economic and Healthcare Policy Advocacy
- Electric Vehicle Advocacy
- Environmental Advocacy
- Health Advocacy and Education Services
- Wildlife Advocacy

United States > Competitor Audience Targeting > Non-Profit Organization > Others > Political Campaign

United States > Competitor Audience Targeting > Non-Profit Organization > Services
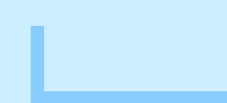
- Animal Welfare Services
- Child Welfare Services
- Consumer Protection Services
- Environmental and Health Services
- Religious and Cultural Support Services
- Sexual and Reproductive Health Services and Education

Professional Services

United States > Competitor Audience Targeting > Professional Services

Chamber of Commerce Services   Electronic Business Strategy and Technology Services

Employment and Career Development Services   Engineering and Architectural Solutions

Integrated Media and Product Sales   Membership and Education for Health Professionals

United States > Competitor Audience Targeting > Professional Services > Legal and Lobbying Services

Immigration and Personal Rights   Personal Injury Law

United States > Competitor Audience Targeting > Professional Services > Real Estate > Mixed-Use Properties and Recreational Services

Public Services

United States > Competitor Audience Targeting > Public Services > Education

Botanical Gardens and Nature Education Services   Museum and Cultural Education Services   Vocational Training

United States > Competitor Audience Targeting > Public Services > Government

Childhood Development and Family Support   City Council and Public Administration   Commodity Promotion

Communications Sector Regulation   Healthcare Services   Law Enforcement and National Security

Maritime Safety and Security   Multi-sector Public Campaigns   Regulatory Agency Services

Social Services and Welfare Programs   State Administration and Public Services

United States > Competitor Audience Targeting > Public Services > Healthcare > Death and Memorial Services

United States > Competitor Audience Targeting > Public Services > Infrastructure > Water Management and Emergency Preparedness Services

United States > Competitor Audience Targeting > Public Services > Public Health

Obesity Prevention and Education Services   Tobacco and Vaping Prevention Services
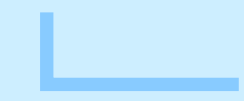
United States > Competitor Audience Targeting > Public Services > Public Library > Lending and Digital Access Services

United States > Competitor Audience Targeting > Public Services > Safety > Firearm Safety Education and Advocacy

Retail

United States > Competitor Audience Targeting > Retail
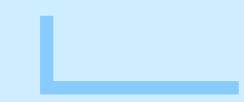
Advertising Networks   Drugstore and Pharmacy Services   General Merchandise

Office and School Supplies   Wireless Communication Devices and Services

United States > Competitor Audience Targeting > Retail > Clothing and Accessories

Footwear Retail   Jewelry and Watch Retail

United States > Competitor Audience Targeting > Retail > Home
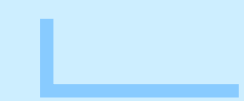
Home Furnishings   Home Improvement and Construction Supplies   Mattress and Bedding Products

United States > Competitor Audience Targeting > Retail > Sports
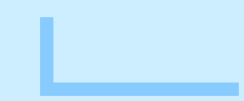
Cycling Equipment and Accessories   Outdoors Equipment and Apparel   Surf Equipment and Apparel

Retail Industry

United States > Competitor Audience Targeting > Retail Industry > Clothing and Accessories
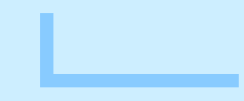
Feminine Style Clothing and Accessories   General Clothing and Apparel

United States > Competitor Audience Targeting > Retail Industry > Fashion > Workwear and Outdoor Apparel

Tech

United States > Competitor Audience Targeting > Tech

- Advocacy and Public Policy Services
- Computing Hardware and IT Services
- Creative Software and Digital Solutions
- Cybersecurity and Personal Protection Services
- Data Analytics and Management Services
- DevOps and Software Development Tools
- Electronics and Technology Services
- Employee Scheduling and Management Software
- Electronics and Technology Services
- Financial Operations Software and Services
- Online Social and Dating Services
- Social Media and Content Discovery Platform
- Web Development and Design Tools
- Writing and Grammar Software Services
- E-commerce and Cloud Services

Transportation

United States > Competitor Audience Targeting > Transportation

> Parcel and Freight Delivery Services   Parking and Reservation Services   Public Transportation Services

Travel

United States > Competitor Audience Targeting > Travel

> Airline Services   City Tourism Services   Cruise Services   Hotel and Lodging Services   Vehicle Rental
>
> Integrated Resort Services   Tourism Marketing and Educational Services

Utilities

United States > Competitor Audience Targeting > Utilities

> Electricity and Gas Services   Petroleum Fuels and Lubricants

Trusted by Brands and Agencies

CATHAY PACIFIC · Spotify · Mercedes-Benz · LVMH · AT&T · FedEx · Unilever · P&G · bp · Disney+ · BOSCH

DELL Technologies · HSBC · mastercard · Mondelēz International · General Mills · McDonald's · Coca-Cola · unicef · Pfizer · Four Seasons · Walmart · Uber Eats · SAMSUNG

CARAT · MINDSHARE · Starcom · ASSEMBLY · Zenith The ROI agency · OmnicomGroup · Carmichael Lynch. · PMX · Digitas

HAVAS Creative Network · WPP · 360i · Wavemaker · matterkind · MEDIAHUB · phd · OMD · essence · dentsu x

IPG · MERKLE · iPROSPECT · horizon media · Hearts & Science · CANVAS WORLDWIDE

Find our data on

theTradeDesk · Display & Video 360 · Meta · nexxen · LOTAME · /LiveRamp · Adobe Audience Manager

Microsoft Advertising · adsquare · StackAdapt · yahoo!

AlikeAudience

AlikeAudience is a 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.

in @AlikeAudience

✉ business@alikeaudience.com

NAI · iab.

Connect with our Audience Specialists for support.

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