COGNITIV AUDIENCEGPT™

SMARTER AUDIENCES POWERED BY DEEP LEARNING

AudienceGPT™ builds dynamic audiences for marketers. Powered by the same deep learning engine behind ContextGPT, AudienceGPT expands Cognitiv's capabilities into audience creation. With no first-party data required, marketers simply activate real-time custom or off-the-shelf audiences.

AUDIENCEGPT VS. TRADITIONAL AUDIENCE SEGMENTS

	AudienceGPT	Traditional Audience Segments
Targeting Method	Evaluates who belongs in your audience based on their current mindset	Assigns people to broad categories based on past activity
Frequency of Updates	Dynamically includes and excludes individuals as their behaviors change	Updates audiences infrequently and manually
***Example:* Hotel Chain**	Someone comparing Disney World theme parks and checking Florida weather in April	"Travel Enthusiasts" or "Parents With Children in Household"

SAMPLE OF AVAILABLE OFF-THE-SHELF AUDIENCES

- Purchase Intent>Gaming Console Buyers
- Purchase Intent>New Car Intenders
- Purchase Intent>Luxury Brand Shoppers
- Purchase Intent>Online Deal Seekers
- Purchase Intent>Frequent Flyers
- Purchase Intent>Vacation Planners
- Purchase Intent>Retirement Planners
- Seasonal>Holiday Shoppers
- Lifestyle / Interests>New Homeowners
- Lifestyle / Interests>Movie & TV Lovers
- Lifestyle / Interests>Pet Owners
- Behavioral>Credit Card Comparers

HOW TO ACTIVATE

STEP 1 → STEP 2 → STEP 3

In LiveRamp Data Marketplace, select Buy Data.

/LiveRamp

Under Sellers, filter on Cognitiv.

COGNITIV

Activate desired Audiences.

Custom audiences are also available!
Reach out to your Cognitiv representative for more information.

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