IPSOS AUDIENCE ACTIVATION

FUTURE-READY, PRIVACY-SAFE ACTIVATION OF IPSOS AUDIENCES

Ipsos

We hear from the media industry about recurring themes:

Over-commoditisation	Trust and transparency	Data privacy and regulation

Ipsos Audience Activation provides:

- Recognised industry standard audience intelligence based on the behaviour of real people

- Trusted and transparent source data, workflow and audience creation

- Privacy-safe and future-ready integrations that don't rely on PII or cookies

Buyers of advertising: we help you achieve campaign objectives by finding high quality audiences that are available for activation in demand side platforms across display, video and CTV.

Sellers of advertising: we integrate Ipsos Audiences into publisher data stores to help you demonstrate you reach the audiences that matter to agencies and brands.

WE OFFER
Integration solutions powered by high quality, transparent audience data

Ipsos iris provides a total understanding of what people do online (smartphones, tablets and PCs). It's data with integrity, at the heart of which is the UKOM* endorsed, fully consented, passively metered nationally representative UK panel. Unrivalled level of audience segments from survey and behavioural data.

*Equally co-owned by AOP, IAB and ISBA with IPA as an exec board advisor

Demographic
Age, gender, social grade, income, household composition, marital status

Geographic
Region, cities, towns, postcode sector

Psychographic
Attitudes, values, opinions

Behavioural

Apps & websites

c1,500 Apps

Samsung	
Tesla	
Boots	
Tesco	
Aviva	
TUI	
Microsoft	
HelloFresh	

c700 Websites

Just Eat
Netflix
Sainsbury's
Deliveroo
HSBC
Octopus
Wayfair
Sony

Examples include:

Rightmove	Ryanair	Ocado
Amazon	JD Sports	OpenAI
Spotify	BT	EE
IKEA	EasyJet	Peloton
ASOS	Argos	BA
Nike	Barclays	Airbnb
Starbucks	Dyson	Vodafone
B&Q	Currys	Apple

Topics & interests

Intention

- Awareness
- Consideration
- Conversion
- Loyalty

Items

Search

Behavioural

Ipsos Global Influentials reaches those people in the top 20% of households based on income. Given their influence and wealth, they are key to the profitability of a variety of sectors including B2B, finance, luxury, travel, tech and automotive. Ipsos pioneered solutions to reach affluent and business audiences in the 1970s and offers unrivalled expertise.

Demographic
Income, e.g. household and personal

Psychographic
Attitudes, values, opinions

Firmographic
Job title, role, company size/type, business decision making, challenges, ESG, brands

Finance
Investments, net worth, trading, real estate, financial services, spending intention, brands

Travel
Flights, accommodation, intention, destinations, airports, brands

Luxury
Ownership, spend, intention, brands

Automotive
Ownership, types, spend, brands, intention, boats, flying

Lifestyle and leisure
Clubs, sports, pets, cosmetics, fragrance, alcohol, brands

Our integration approaches utilise fully consented panellist data and are future-ready and privacy-safe with no PII data being exchanged and no cookie synchronisation.

To integrate we utilise AI and machine learning to build propensity models based on geo and contextual, e.g. topics.

Publisher first party data enrichment
Demonstrate the audiences you reach to buyers to drive more revenue.

Demand side platforms
Reach quality audiences at scale that matter to you and your clients.

CONTACT

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