

AudienceData Whitebook

Powered by AudienceProject 

High quality affinity segments

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FINLAND

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Why we created the AudienceData Whitebook

No matter if you are a publisher, an agency or an advertiser there is no lack of data available when planning and running campaigns. The **problem** though is achieving success with data. The obscurity of sources of much of the data and general lack of quality of data in the market creates confusion and a multitude of metrics for the expected effect of a campaign. At AudienceProject we believe in making the complex simple - we are committed to creating transparency in the data ecosystem and empowering the users of data with a simple and trustworthy currency.

Understanding data targeting

The lack of transparency in the industry

When buying data it's close to impossible to know what kind of methodology is being used and even more importantly where the data originally comes from.

Targeting data **never** provides 100% hit rate

As data targeting is based on algorithms and not deterministic data promising 100% accuracy or in other words no impressions outside the target group is a pipe dream when running campaigns at scale. Only under very specific circumstances is advertising served directly based on deterministic user data possible. Targeting on campaigns is a balance between precision and building reach. High precision gives lower reach and vice versa.

How data segments work

Segments are usually based on an algorithm, deriving a user's profile from the online behavior. The algorithm tries to calculate the odds of that person being in a certain segment - like male, female, young, old, interested in cars, sports etc. The more accurate the algorithm needs to be, the more people it will need to rule out thus decreasing the reach of the segment.

We're giving you the freedom of choice

The reality is, because segment accuracy determines segment size, one segment variant simply doesn't fit all campaigns. For that reason, we're giving you the freedom of choice. Each of our segments come in different affinity variants. Essentially this means that you can pick the hit rate and size that best fit your specific campaign size, budget and plan.

Superior segment quality

Our segments are based on some of the strongest, most reliable algorithms in the market based on some of the largest online panels. We also care a lot about privacy. The result is a series of flexible segments with a great balance between hit rate and size, along with uncompromised user privacy!

Learn more about how we build and validate our segments [here](#) or view available segments [here](#).

Why introduce segments with different affinities?

Advertising is in essence, reaching an audience with a pervasive message in order to achieve certain goals. A traditional planning process carefully defines a target audience, analyze their online behaviour and identifies the full universe of online media properties and placements that are capable of reaching the target group. Another often more efficient option is to leverage data to help you to reach your target audience.

AudienceData enables you to spend your marketing budget on the right consumers directly, reducing the amount of impressions that are wasted. In order to pick the right strategy for any campaign you need to be able to measure and compare the effectiveness of different strategies.

Measuring the effectiveness of online media properties and placements have for years been defined by well-known metrics like affinity and reach. Measuring the effectiveness of data have however been more ambiguous. One problem that is increasingly present in many of the data audiences being offered is that behavioral data is used for classifying visitors into different demographic, interest or intent categories using increasingly complex machine learning algorithms.

The challenge with machine learning is that data scientists sometimes decide to rely on complex unsupervised learning models and end up releasing new data audiences where the algorithm that created the output is more or less impossible to understand for humans. A black-box approach. When that approach is used, the data output will often fall under Clarke's third law:

*“Any sufficiently advanced technology
is indistinguishable from magic”.*

And it is hard to sell ‘magic’ in an increasingly data-driven world where we rely on validation, performance-KPI’s and hard facts. Given the fact that all data are not created equal, AudienceProject has decided to add a declaration of content to our available demographic data segments. Moving forward our demographic audience segments will be rated by affinity.

Why rate probabilistic data segments using affinity?

Affinity is the definition of a data segments performance against a particular target audience versus the performance if you target the average population. Affinity is the metric that allows you to compare the performance of programmatic data driven strategies versus traditional media placement planning. A data driven strategy should only be pursued when it delivers more value than the traditional approach.

Affinity is also the metric that quantifies the reduction in wasted impressions on any given campaign. It puts a very tangible monetary value on the value that a skilled planner can add to an online campaign.

A simple pricing example

Let's say you're running a campaign for a luxury travel agency and the target group is people with high income. Your campaign budget is 100.000 EUR and the CPM is 4 EUR. Here's what you get, with and without data:



The campaign **without** data



People with high income make up 10% of the online population. To keep things simple let's assume that we advertise on websites, with that same 10% distribution. This will mean that 100 out of 1.000 impressions will hit the target group. The math:

Campaign budget	100.000 EUR
CPM price	4 EUR
CPM data fee	0 EUR
Hit rate in target group	10%
Impressions	25.000.000
Impressions in target group	2.500.000
Contact price in target group	40 EUR

The campaign **with** data



With our data segments, you pay a fixed CPM fee for each segment used. In this case, we only need to target on income - which has a CPM price of 0,3. We'll select the affinity 200 variant which means we'll be doubling the accuracy. So let's look at the math:

Campaign budget	100.000 EUR
CPM price	4 EUR
CPM data fee	0,3 EUR
Hit rate in target group	20%
Impressions	23.255.814
Impressions in target group	4.651.163
Contact price in target group	21,5 EUR

86% improved contact price in target group when using data



The hidden benefits of using data

As we can see, data improves precision and price immensely. Even if you were to manually pick websites, with the promise of a good precision, chances are those websites would make you pay for it. By using data, you often hit the exact same people - but through different, smaller websites with a low CPM price. Since the campaign is spread wider across more websites, you'll reduce risk of double exposure and get a higher unique reach in your target group.


Available segments

The following pages show our available segments. Click on each segment to learn more about segment size, affinity variations and platform availability.




GENDER

 Male	 Female
-------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------


AGE

 Age 18-24	 Age 18-30	 Age 18-40
 Age 20-50	 Age 25-34	 Age 35-44
 Age 41-99	 Age 45-54	 Age 51-99
 Age 55-64	 Age 65-120	






INCOME

 Low income	 Medium income	 High income
-------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------






CHILDREN

 Have children





HOUSEHOLD SIZE

 Household size of 1	 Household size of 2	 Household size of 3
 Household size of 4	 Household size of 5	




EDUCATION

 High School education	 College or University degree	 Primary School education
 Technical education	 University Preparatory education	

EMPLOYMENT

 Employed	 Retired	 Student
 Unemployed		

INTERESTS - COMING SOON...

 Likes gaming	 Likes sports	 Likes travelling
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Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Male

Devices owned by males



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	5.073.072	51%	0%
Male	150	3.382.048	77%	↓ 26%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Male	150	3.211.000	2.900.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 005_vamuu_tau_101 "total population by gender" 2016

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Female

Devices owned by females



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	7.268.004	51%	0%
Female	150	4.845.336	77%	↓ 25%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Female	150	4.643.000	4.400.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

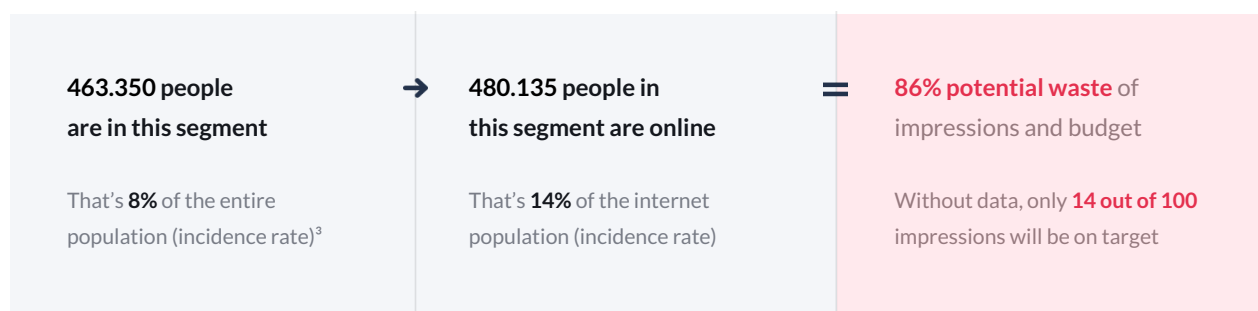
³ Statistics Finland table 005_vamuu_tau_101 "total population by gender" 2016

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 18-24

Devices owned by persons aged 18-24



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	7.425.435	14%	0%
Age 18-24	150	4.950.290	21%	↓ 7%
Age 18-24	200	3.785.046	28%	↓ 14%
Age 18-24	250	3.058.473	35%	↓ 21%
Age 18-24	300	2.605.859	42%	↓ 28%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 18-24	150	4.700.000	4.500.000
Age 18-24	200	3.628.000	3.500.000
Age 18-24	250	2.902.000	2.800.000
Age 18-24	300	2.550.000	2.400.000

¹ Statistics Finland table 005_yamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

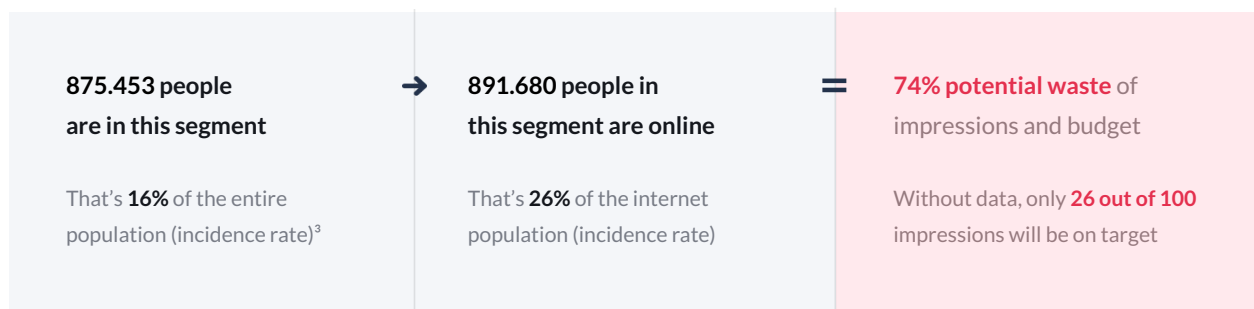
⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 18-30



Devices owned by persons aged 18-30



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	7.045.917	26%	0%
Age 18-30	150	4.697.278	39%	↓ 13%
Age 18-30	200	3.465.222	52%	↓ 26%
Age 18-30	250	2.301.431	65%	↓ 39%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 18-30	150	4.593.000	4.300.000
Age 18-30	200	3.360.000	3.200.000
Age 18-30	250	2.128.000	2.100.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 18-40

Devices owned by persons aged 18-40



<p>1.576.996 people are in this segment</p> <p>That's 29% of the entire population (incidence rate)³</p>	→	<p>1.543.293 people in this segment are online</p> <p>That's 45% of the internet population (incidence rate)</p>	=	<p>55% potential waste of impressions and budget</p> <p>Without data, only 45 out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.351.749	45%	0%
Age 18-40	150	4.234.499	68%	↓ 23%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 18-40	150	4.123.000	3.900.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

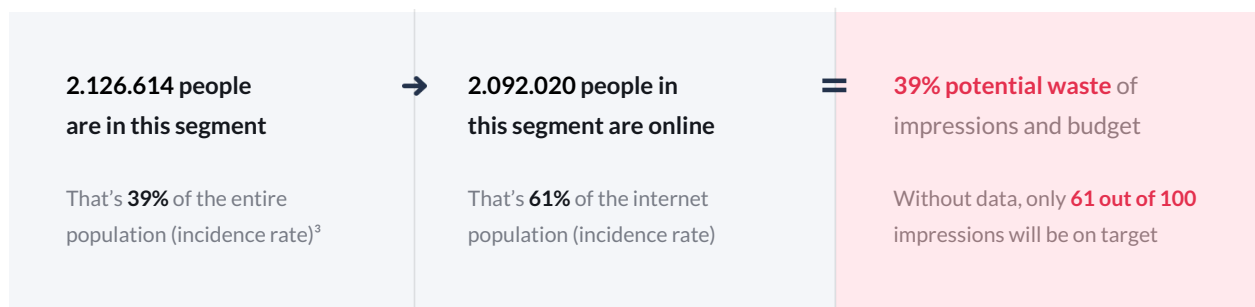
³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 20-50

Devices owned by persons aged 20-50



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	5.036.610	61%	0%
Age 20-50	130	3.874.315	79%	↓ 18%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 20-50	130	1.533.000	2.500.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 25-34



Devices owned by persons aged 25-34



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	7.133.754	20%	0%
Age 25-34	150	4.755.836	30%	↓ 10%
Age 25-34	200	3.425.082	40%	↓ 20%
Age 25-34	250	2.072.382	50%	↓ 30%
Age 25-34	300	1.101.264	60%	↓ 40%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 25-34	150	4.559.000	4.200.000
Age 25-34	200	3.389.000	3.100.000
Age 25-34	250	2.006.000	1.900.000
Age 25-34	300	1.075.000	1.000.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 35-44

Devices owned by persons aged 35-44



<p>663.695 people are in this segment</p> <p>That's 12% of the entire population (incidence rate)³</p>	→	<p>617.317 people in this segment are online</p> <p>That's 18% of the internet population (incidence rate)</p>	=	<p>82% potential waste of impressions and budget</p> <p>Without data, only 18 out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	7.024.667	18%	0%
Age 35-44	150	4.683.111	27%	↓ 9%
Age 35-44	200	3.334.004	36%	↓ 18%
Age 35-44	250	2.317.059	45%	↓ 27%
Age 35-44	300	1.074.611	54%	↓ 36%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 35-44	150	4.366.000	4.200.000
Age 35-44	200	3.130.000	2.900.000
Age 35-44	250	2.149.000	2.000.000
Age 35-44	300	1.000.000	980.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 41-99

Devices owned by persons aged 41-99



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	4.949.453	50%	0%
Age 41-99	150	3.299.635	75%	↓ 25%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 41-99	150	3.188.000	2.800.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 45-54

Devices owned by persons aged 45-54



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.209.162	20%	0%
Age 45-54	150	4.139.441	30%	↓ 10%
Age 45-54	200	2.556.439	40%	↓ 20%
Age 45-54	250	2.128.604	50%	↓ 30%
Age 45-54	300	1.094.426	60%	↓ 40%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 45-54	150	4.011.000	3.600.000
Age 45-54	200	2.379.000	2.200.000
Age 45-54	250	2.018.000	1.800.000
Age 45-54	300	1.000.000	1.000.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 51-99

Devices owned by persons aged 51-99



<p>2.162.741 people are in this segment</p> <p>That's 39% of the entire population (incidence rate)³</p>	→	<p>1.063.157 people in this segment are online</p> <p>That's 31% of the internet population (incidence rate)</p>	=	<p>69% potential waste of impressions and budget</p> <p>Without data, only 31 out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	7.155.374	31%	0%
Age 51-99	150	4.770.249	47%	↓ 16%
Age 51-99	200	3.150.769	62%	↓ 31%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 51-99	150	4.210.000	3.200.000
Age 51-99	200	2.570.000	1.600.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 55-64

Devices owned by persons aged 55-64



<p>739.770 people are in this segment</p> <p>That's 13% of the entire population (incidence rate)³</p>	→	<p>583.021 people in this segment are online</p> <p>That's 17% of the internet population (incidence rate)</p>	=	<p>83% potential waste of impressions and budget</p> <p>Without data, only 17 out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.021.800	17%	0%
Age 55-64	150	4.014.533	26%	↓ 9%
Age 55-64	200	2.968.326	34%	↓ 17%
Age 55-64	250	2.074.747	43%	↓ 26%
Age 55-64	300	1.555.104	51%	↓ 34%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 55-64	150	3.726.000	3.500.000
Age 55-64	200	2.655.000	2.500.000
Age 55-64	250	1.965.000	1.800.000
Age 55-64	300	1.261.000	1.400.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month..

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Age 65-120



Devices owned by persons aged 65-120



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.240.290	7%	0%
Age 65-120	150	4.160.193	11%	↓ 4%
Age 65-120	200	3.131.770	14%	↓ 7%
Age 65-120	250	2.686.062	18%	↓ 11%
Age 65-120	300	2.238.215	21%	↓ 14%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Age 65-120	150	3.807.000	3.600.000
Age 65-120	200	3.000.000	2.700.000
Age 65-120	250	2.237.000	2.300.000
Age 65-120	300	1.914.000	1.900.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 058_vaerak_tau_104 "population by age" 2015

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Low Income

Devices owned by persons with a low income



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	5.110.328	46%	0%
Low Income	150	3.406.885	69%	↓ 23%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Low Income	150	3.322.000	3.100.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

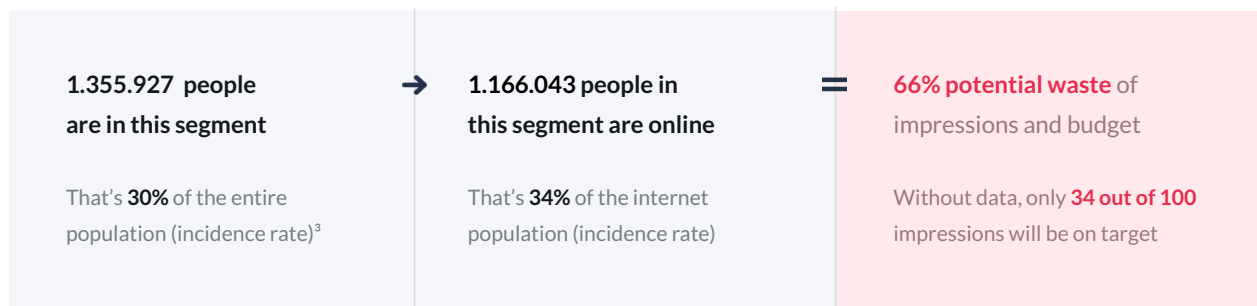
³ Statistics Finland tables: 020_perh_tau_102 "Population by Area, Sex, Age, Year and Family status", 100_tvt_tau_110 "Number, incomes and taxes of individuals by sex, age and income subject to state taxation, 2014, EUR 1000" and 110_tvt_tau_111 "Number of spouses and taxable incomes by husbands and wives income-class 2014, EUR 1000"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
------------------------------------------------	----------------------------	----------------------------------------------------	----------------------------------------------------

Medium Income

Devices owned by persons with a medium income



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	5.628.071	34%	0%
Medium Income	150	3.752.047	51%	↓ 17%
Medium Income	200	1.542.795	68%	↓ 34%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Medium Income	150	3.632.000	3.300.000
Medium Income	200	1.423.000	1.400.000

¹ Statistics Finland table 005_yamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland tables: 020_perh_tau_102 "Population by Area, Sex, Age, Year and Family status", 100_tvt_tau_110 "Number, incomes and taxes of individuals by sex, age and income subject to state taxation, 2014, EUR 1000" and 110_tvt_tau_111 "Number of spouses and taxable incomes by husbands and wives income-class 2014, EUR 1000"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
------------------------------------------------	----------------------------	----------------------------------------------------	----------------------------------------------------

High Income

Devices owned by persons with a high income



Segment variants

How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hirate in target group	Reduced wastage
Population	100	5.876.216	20%	0%
High Income	150	3.917.477	30%	↓ 10%
High Income	200	2.599.319	40%	↓ 20%
High Income	250	2.191.941	50%	↓ 30%
High Income	300	1.185.726	60%	↓ 40%

Platform availability

Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
High Income	150	3.492.000	3.400.000
High Income	200	2.434.000	2.200.000
High Income	250	2.165.000	1.900.000
High Income	300	1.395.000	1.000.000

¹ Statistics Finland table 005_yamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland tables: 020_perh_tau_102 "Population by Area, Sex, Age, Year and Family status", 100_tv_t_tau_110 "Number, incomes and taxes of individuals by sex, age and income subject to state taxation, 2014, EUR 1000" and 110_tv_t_tau_111 "Number of spouses and taxable incomes by husbands and wives income-class 2014, EUR 1000"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Have Children

Devices owned by persons with children



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hirate in target group	Reduced wastage
Population	100	6.603.395	31%	0%
Have Children	150	4.402.263	47%	↓ 16%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Have Children	150	4.192.000	4.000.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_perh_tau_101 "families by family type and number of children" 2015

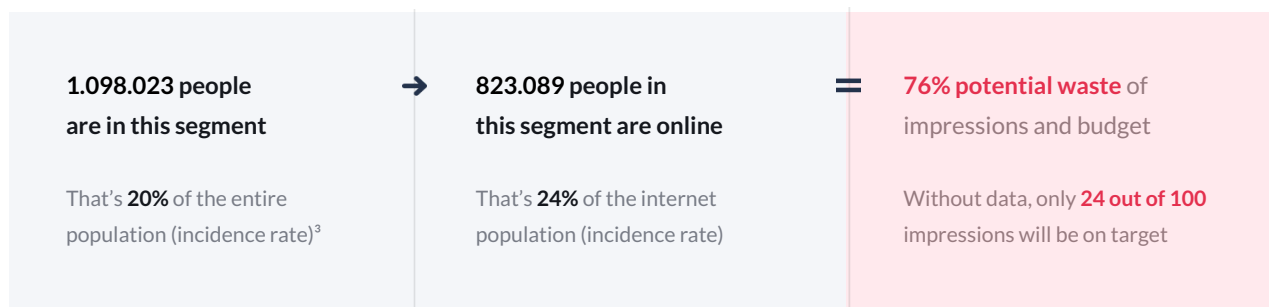
⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Household size of 1



Devices owned by persons living in a household by the size of 1



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hirate in target group	Reduced wastage
Population	100	6.710.918	24%	0%
Household size of 1	150	4.473.945	36%	↓ 12%
Household size of 1	200	3.244.866	48%	↓ 24%
Household size of 1	250	1.298.480	60%	↓ 36%
Household size of 1	300	347.346	72%	↓ 48%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Household size of 1	150	4.131.000	3.900.000
Household size of 1	200	3.005.000	2.800.000
Household size of 1	250	1.196.000	1.100.000
Household size of 1	300	326.000	300.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_asas_tau_101 "household by area, type and size" 2014

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Household size of 2



Devices owned by persons living in a household by the size of 2



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	5.896.500	38%	0%
Household size of 2	150	3.931.000	57%	↓ 19%
Household size of 2	200	950.647	76%	↓ 38%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Household size of 2	150	3.647.000	3.400.000
Household size of 2	200	939.000	870.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

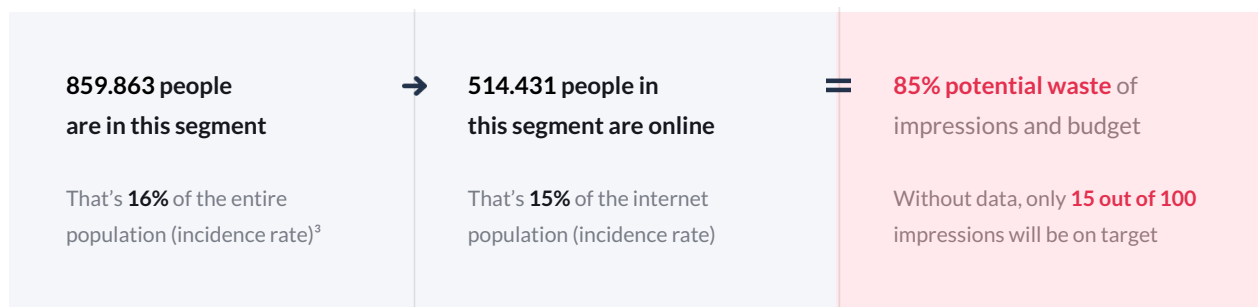
³ Statistics Finland table 010_asas_tau_101 "household by area, type and size" 2014

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Household size of 3

Devices owned by persons living in a household by the size of 3



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.998.990	15%	0%
Household size of 3	150	4.665.993	23%	↓ 8%
Household size of 3	200	3.376.466	30%	↓ 15%
Household size of 3	250	3.376.466	38%	↓ 23%
Household size of 3	300	1.884.232	45%	↓ 30%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Household size of 3	150	4.401.000	4.200.000
Household size of 3	200	3.295.000	3.100.000
Household size of 3	250	2.938.000	3.100.000
Household size of 3	300	1.817.000	1.700.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_asas_tau_101 "household by area, type and size" 2014

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Household size of 4

Devices owned by persons living in a household by the size of 4



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	5.667.887	15%	0%
Household size of 4	150	3.778.591	23%	↓ 8%
Household size of 4	200	3.778.591	30%	↓ 15%
Household size of 4	250	2.863.977	38%	↓ 23%
Household size of 4	300	1.724.628	45%	↓ 30%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Household size of 4	150	3.530.000	3.500.000
Household size of 4	200	3.450.000	3.500.000
Household size of 4	250	2.782.000	2.700.000
Household size of 4	300	1.622.000	1.600.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_asas_tau_101 "household by area, type and size" 2014

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Household size of 5

Devices owned by persons living in a household by the size of 5



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	7.471.736	9%	0%
Household size of 5	150	4.981.157	14%	↓ 5%
Household size of 5	200	3.575.226	18%	↓ 9%
Household size of 5	250	2.634.845	23%	↓ 14%
Household size of 5	300	1.958.567	27%	↓ 18%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Household size of 5	150	4.624.000	4.500.000
Household size of 5	200	3.513.000	3.300.000
Household size of 5	250	2.521.000	2.500.000
Household size of 5	300	1.915.000	1.800.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_asas_tau_101 "household by area, type and size" 2014

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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High School Education

Devices owned by persons with a high school education



<p>1.853.693 people are in this segment</p> <p>That's 34% of the entire population (incidence rate)³</p>	<p>→ 887.931 people in this segment are online</p> <p>That's 24% of the internet population (incidence rate)</p>	<p>= 76% potential waste of impressions and budget</p> <p>Without data, only 24 out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.714.344	24%	0%
High School Education	150	4.476.229	36%	↓ 12%
High School Education	200	3.478.698	48%	↓ 24%
High School Education	250	2.653.538	60%	↓ 36%
High School Education	300	2.083.123	72%	↓ 48%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
High School Education	150	4.273.000	4.100.000
High School Education	200	3.394.000	3.200.000
High School Education	250	2.468.000	2.400.000
High School Education	300	1.914.000	1.900.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_vkour_tau_101 "population (15+ years) by highest level of education 2014"

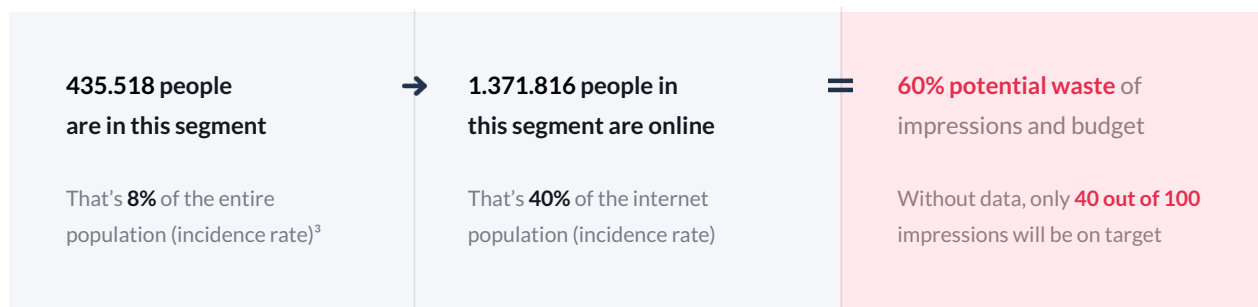
⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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College or University degree



Devices owned by persons with a college or university degree



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.404.147	40%	0%
College or University degree	150	4.269.431	60%	↓ 20%
College or University degree	200	771.205	80%	↓ 40%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
College or University degree	150	3.941.000	3.700.000
College or University degree	200	743.000	700.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_vkour_tau_101 "population (15+ years) by highest level of education 2014"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Primary School Education



Devices owned by persons with a primary school education

<p>1.361.612 people are in this segment</p> <p>That's 25% of the entire population (incidence rate)³</p>	→	<p>N/A people in this segment are online</p> <p>That's N/A of the internet population (incidence rate)</p>	=	<p>N/A potential waste of impressions and budget</p> <p>Without data, only N/A out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hirate in target group	Reduced wastage
Population	100	7.474.241	Coming soon	0%
Primary School	150	4.982.827	Coming soon	↓ %
Primary School	200	1.830.236	Coming soon	↓ %
Primary School	250	1.830.236	Coming soon	↓ %
Primary School	300	1.830.236	Coming soon	↓ %

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Primary School	150	4.735.000	4.400.000
Primary School	200	980.000	1.700.000
Primary School	250	907.000	1.700.000
Primary School	300	338.000	1.700.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_vkour_tau_101 "population (15+ years) by highest level of education 2014"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Technical Education



Devices owned by persons with a technical education

<p>456.611 people are in this segment</p> <p>That's 8% of the entire population (incidence rate)³</p>	→	<p>N/A people in this segment are online</p> <p>That's N/A of the internet population (incidence rate)</p>	=	<p>N/A potential waste of impressions and budget</p> <p>Without data, only N/A out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hirate in target group	Reduced wastage
Population	100	5.745.183	36%	0%
Technical Education	150	3.830.122	53%	↓ 9%
Technical Education	200	1.613.117	72%	↓ 17%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Technical Education	150	3.747.000	3.400.000
Technical Education	200	1.558.000	1.500.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_vkour_tau_101 "population (15+ years) by highest level of education 2014"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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University Preparatory Education



Devices owned by persons with a university preparatory education

<p>467.711 people are in this segment</p> <p>That's 9% of the entire population (incidence rate)³</p>	<p>→ 480.135 people in this segment are online</p> <p>That's 14% of the internet population (incidence rate)</p>	<p>= 86% potential waste of impressions and budget</p> <p>Without data, only 14 out of 100 impressions will be on target</p>
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Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrate in target group	Reduced wastage
Population	100	6.637.296	14%	0%
University Preparatory Education	150	4.424.864	21%	↓ 7%
University Preparatory Education	200	3.455.056	28%	↓ 14%
University Preparatory Education	250	2.395.259	35%	↓ 21%
University Preparatory Education	300	1.895.008	42%	↓ 28%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
University Preparatory Education	150	4.313.000	4.000.000
University Preparatory Education	200	2.816.000	3.200.000
University Preparatory Education	250	2.174.000	2.200.000
University Preparatory Education	300	1.764.000	1.700.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

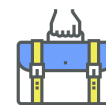
³ Statistics Finland table 010_vkour_tau_101 "population (15+ years) by highest level of education 2014"

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Employed

Devices owned by persons with employment



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	5.197.415	59%	0%
Employed	120	4.331.179	71%	↓ 12%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Employed	120	2.192.000	3.000.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_tyti_tau_102 "population (15-74 years) by labour force status" 2016

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Retired

Devices owned by retired persons



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.310.529	13%	0%
Retired	150	4.207.019	20%	↓ 7%
Retired	200	3.023.986	26%	↓ 13%
Retired	250	2.479.769	33%	↓ 20%
Retired	300	1.714.661	39%	↓ 26%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Retired	150	4.039.000	3.700.000
Retired	200	2.945.000	2.800.000
Retired	250	2.367.000	2.100.000
Retired	300	1.625.000	1.500.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_tyokay_tau_101 "population (15-74 years) by main type of activity" 2014

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Student



Devices owned by students



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.676.437	12%	0%
Student	150	4.450.958	18%	↓ 6%
Student	200	3.471.256	24%	↓ 12%
Student	250	2.901.195	30%	↓ 18%
Student	300	2.205.368	36%	↓ 24%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Student	150	4.348.000	4.100.000
Student	200	3.313.000	3.200.000
Student	250	2.810.000	2.700.000
Student	300	2.136.000	2.000.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

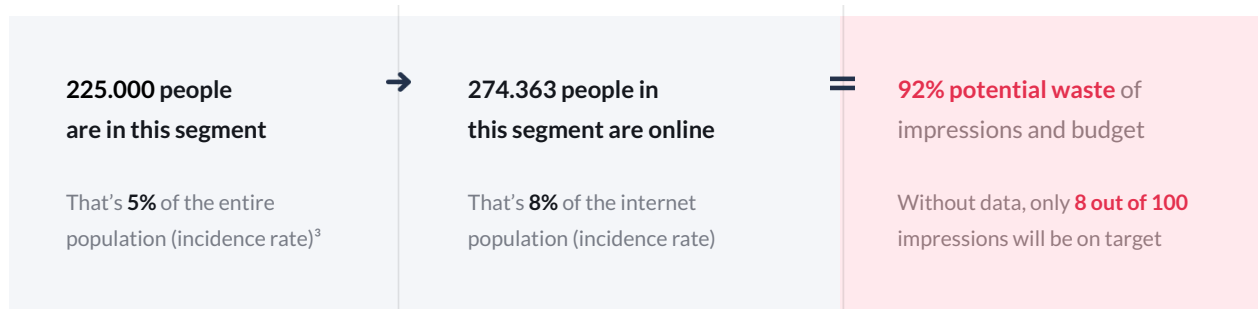
³ Statistics Finland table 010_tyokay_tau_101 "population (15-74 years) by main type of activity" 2014. Students are defined as persons from age 15 and above.

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

Segment type: Probabilistic	Country: Finland	Population: 5.489.821 people¹	Are online: 3.429.541 people²
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Unemployed

Devices owned by unemployed



Segment variants How do our segments stack up against the general population?⁴

Segment	Affinity	Devices	Hitrates in target group	Reduced wastage
Population	100	6.222.656	8%	0%
Unemployed	150	4.148.437	12%	↓ 4%
Unemployed	200	3.038.891	16%	↓ 8%
Unemployed	250	3.038.891	20%	↓ 12%
Unemployed	300	3.038.891	24%	↓ 16%

Platform availability Sizes can vary, due to unsupported mobile inventory

Segment	Affinity	Adform	Google DBM
Unemployed	150	3.983.000	3.700.000
Unemployed	200	2.896.000	2.700.000
Unemployed	250	2.872.000	2.700.000
Unemployed	300	2.264.000	2.700.000

¹ Statistics Finland table 005_vamuu_tau_101 "total population" 2016

² In order to be considered part of the online population you need to have access to a internet connection as well as utilizing the internet connection at a weekly basis or several times a month.

³ Statistics Finland table 010_tyti_tau_102 "population (15-74 years) by labour force status" 2016

⁴ Numbers are from 12/3-2016. Estimates are recalculated daily.

What is deterministic and probabilistic data?

Deterministic data: Information about people that is known for sure

Deterministic data is digital facts about people that we trust are 100% true. Crucially, these facts will never change and the probability that they are true will always be 100%, thus they provide a solid foundation for a multitude of applications in online marketing. For example, if we know from a reliable source that a person was a 20 year old female last year then that will always be true. We can even be clever and deduce that this year the person is a 21 year old female. Knowing a person's true age and gender is certainly of high relevance to online marketers. Going beyond basic demographic information, deterministic data can take infinitely many forms, such as a person's interests, friends, geographical whereabouts etc. In practice, all these facts are linked to something that identifies a person, such as an email address or a cookie ID, which then becomes the real lingua franca of the online marketing industry.

Why is it important to have deterministic data? In a nutshell, deterministic data form a "ground truth" about users that is both useful on its own and has many important downstream applications in online marketing. On its own, we can use deterministic data to create granular custom segments. For example, we can create a segment of people who we know share an interest in golf. Now, we could go ahead and target these golf enthusiasts with relevant online campaigns. The more deterministic data we have, the larger segments we can create.

Another use case for deterministic data is campaign validation. Let's look at this use case in more detail. After a campaign has ran its course, online marketers may ask themselves whether the campaign was successful. Was it able to reach its intended audience? What was the ratio of hits to misses? How did the campaign perform with respect to the target group on individual publisher websites? All these questions can be answered if we have deterministic data for a sufficiently large subset of the exposed users.

Finally, prediction is yet another important use case for deterministic data. Prediction involves making educated guesses about a user property that we do not know from our deterministic data. For example, we might try to guess the age, gender or interests of a user in order to create probabilistic segments. Prediction is great and a necessity, but it is also a source of inaccuracy. The more deterministic data (stuff you know) you have as a training set for your algorithms, the higher combination of accuracy and reach can theoretically be achieved, leading to more impressions you will deliver on target. After you train a probabilistic model, you also need to validate if the model was successful or whether it requires more tweaking. In other words, you can have all the behavioural data the internet has to offer, but without a solid base of deterministic data you are unlikely to deliver precision in your predictions. Many publishers will nod in disappointment to this, as they have experienced how their data products/partners were unable to help their business in the way they expected. Without a large volume of deterministic data to validate your model up against, you are flying blind. This is why trying to predict audience segments based on behavioural data alone or small pools of first party user data (e.g. 1000 user surveys) makes it very hard to generate reach without compromising on precision.

You may ask yourself where all this deterministic data comes from? The answer is that deterministic data comes from a multitude of sources, which include online questionnaires, e-commerce sites, and social media. For example, web sites frequently ask their users to fill out questionnaires with details about their satisfaction level along with demographic information. E-commerce sites collect facts about people over time, such as the items they have bought and their shipping details. Social media encourage people to share facts, i.e. deterministic data, about themselves, such as their interests, employment history, and education level. All this data flows into a pipeline of deterministic data that is exchanged between different platforms on the internet, either directly or via services that are derived from the data. Crucially, we must remain critical of the sources from which deterministic data is gathered, since we promote this data to the level of digital facts about people with big consequences for targeting, campaign validation, and algorithmic segment creation.

In conclusion, deterministic data forms the valuable “ground truth” about the online population, which all other applications in online marketing are based on, that is unless we are willing to guess at random. While deterministic data offers value on its own, e.g as the basis for granular custom segments, it also forms the foundation for applications such as campaign validation and probabilistic segments, which potentially offer much bigger reach than deterministic segments. We gather deterministic data from a multitude of reliable online platforms that range from e-commerce sites to social media and questionnaires. We help publishers and agencies validate campaigns, create custom segments and predict with precision by providing high quality deterministic data panels.

Probabilistic data: Information about people derived from mathematical models

Probabilistic audience data is usually based on behavioural data like web-logs that are aggregated and analysed in order to determine the probability that a user belongs to a certain demographic category or class. Advanced algorithms try to identify distinct behavioural patterns like certain travel and browsing behaviours in order to determine the probability of the user being male or female, young or old, etc. Many behavioristic models are in fact searching for distinct patterns of known human behaviour. Patterns that usually emerge due to humans being creatures of habit.

- Some audiences are more likely to consume sports- and motor-news
- Some audiences are more likely to be online at certain times of the day/week
- Some audiences own and use certain types of devices

All these habits create distinct behavioural patterns that often can be identified algorithmically in anonymised log files. The advantage of using probabilistic modelling is the ability to scale your models since you no longer have to rely on first party interactions and people providing you with their profile information as well as login information like usernames and e-mail addresses. As long as we ensure that the correct permissions are obtained, a user does not need to login and provide you with personal data before online behaviour can be observed, logged and algorithmically matched to a specific demographic target group.

While the true strength of the probabilistic approach lies in its ability to scale, it’s inherent weakness is often a lack of deterministic data to actually validate the accuracy of the model with. The question is: How do we know that our model is right? The answer is: We can validate predicted profiles if we have “ground truth” for a sufficient subset of them. For this reason, deterministic and probabilistic data are complementary.

Probabilistic modelling does not operate in absolutes, but provide classification with a degree of certainty. Validation is in other words needed in order to document the effectiveness of any probabilistic derived audience. This is why AudienceProject has chosen to deploy a combined approach where behavioristic modelling is used to classify anonymous users into demographic classes, while the deterministic data is used for testing the accuracy and precision of the models and to improve our behavioristic models iteratively. This approach gives us the benefit of high accuracy levels combined with massive scale.

Read more in FAQ

At helpdesk.audienceproject.com you can read our FAQ and learn how to setup and use AudienceData. If you find that something is not covered in the FAQ, please reach out to us at support@audienceproject.com - we’ll be happy to answer any question you might have.