

online audiences

Online Audiences allows media agencies to target digital display and social media advertising using Acorn, CACI's renowned consumer segmentation tool. Now brands and agencies can deliver consistent targeting strategies across display, social, email, web, call centre and direct mail.

FEATURES

By working with a number of key data partners, CACI has been able to append its core data products including Acorn to over 300m UK cookies and 30m grid squares as well as Facebook, Twitter and Microsoft, allowing agencies to make Acorn selections for digital advertising.

CACI data matched to:

300m

Cookies

25m

Facebook profiles

30m

Grid squares for
mobile targeting

APPLICATIONS

- Enhance the targeting of digital and social advertising through CACI's market leading geo-demographic data product Acorn
- Deliver truly multi-channel targeting strategies –online and offline
- Target online display advertising based on age, gender, affluence and financial engagement
- Make selections based on geographical proximity to stores or branches
- Profile existing customers and target customer lookalikes
- Target branding campaigns at the right audiences

WHY ONLINE AUDIENCES?

- The only way to use CACI data to target display advertising and social media
- Online Audiences can help deliver increased CTRs compared to traditional display advertising
- High volume of cookies matched to Acorn households
- Geographical and retail selections available
- Target known demographic lifestyle and geographic locations rather than anonymous cookie profiles
- Acorn is a common language amongst many UK brands allowing integrated on and offline campaigns

KNOWLEDGE

Can help you target audiences by:



Age and gender



Income and
affluence



Lifestyle and lifestyle
characteristics



Household
composition



Shopping habits



Financial
behaviour



Digital engagement



Geographical
selections



Customer
lookalikes



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