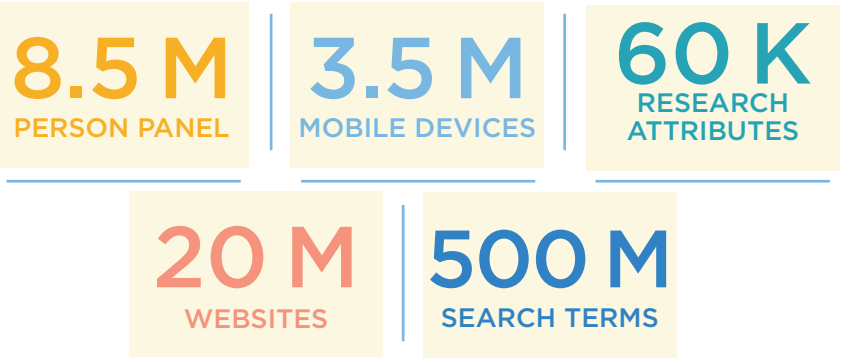


Smart marketing starts with audience insights

We help you understand and engage consumers who move seamlessly across channels, devices and media. The AudienceView platform analyzes millions of data attributes to build detailed consumer profiles so you can discover who your customers really are, what they search for and where they go.



We combine the largest daily panel of online behavior with Simmons research to deliver actionable insights. With AudienceView you can put the consumer at the center of everything you do.



You define the audience.

We deliver easy to understand reports that simplify complex data and highlight meaningful insights.

Audience Creation

Define your audience with:

- Online & offline behaviors
- Search patterns
- Demographics
- Lifestyle preferences

Snapshot Reporting

Get a high level view of audience:

- Attitudes
- Motivations
- Geographic distribution
- Segmentation composition

Comprehensive Analytics:

Develop strategies based on:

- Conversion analysis
- Cross-channel media consumption
- Device usage
- Brand & product preferences