



The Easiest Way to Reach your Target Audience

Advertising is only relevant when shown to the right audience. Third-party data has come with a lot of issues related to transparency and quality. We have seen advertisers struggle with all these issues. For that reason, Platform161 has created a unique approach and created a unique data marketplace. Our data and segmentation are managed by us and our data marketplace is not resold inventory. All our data is collected and verified by Platform161 and offers unique, non-advertising based segments.

This allows clients to add a extra dimension to campaign targeting which focuses on intent data, and other user characteristics.

From millions of websites, we gather all kinds of data...

- Shares
- Searches
- Clicks
- Views

Leading you to your desired audience.



Platform161's Data Marketplace offers...

1. Raw, transparent data combined with bid-stream data, all GDPR compliant.
2. The most significant core segments, for example, retail, technology or finance.
3. High-value data for a standard price of €0,50 CPM that creates an affordable campaign uplift.
4. Custom buildable segments.

Why Data Marketplace instead of another data provider?

1. Direct access to the raw data instead of a combination of different sources.
2. Easy to use because of the direct integration with our platform.
3. No middlemen, leading to lower costs.
4. No matching issues.

Contact us to learn more about how our Data Marketplace solution can increase your campaign performance today!

