PRODUCT INFO

Device ID
Audience Extensions

Grow your audience without losing performance.

We build custom audiences from location data, demographics, website visitor data, and more. These audiences consistently outperform, and they can be **extended to reach more people without sacrificing results**.



One visit can open the door to a whole network.

Start with people who've been to the places that matter to you, then extend to the people around them.

AUDIENCE EXTENSIONS

Household INCLUDED BY DEFAULT

Every device tied to the same household. Ideal when several family members share a purchase decision, or to introduce your brand to different people under one roof.

Social

Real-world friends, coworkers, and extended family: people who spend time together regularly and have frequent, meaningful interactions.

Lookalike

Expands reach using similarities in demographics, location, behavior, and timing. Layering in real location behavior refines the lookalike audience for better performance.