

AnalyticsIQ and ShareThis Launch New Digital Audiences to Help Marketers Reach People with Unique Interests

Data Powerhouses Deliver More Than 80 Audience Segments Blending Offline Lifestyle, Online Content Engagement and Purchase Intent Signals for a 360-degree View

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/EINPresswire.com/ -- Predictive analytics and consumer marketing data leader, [AnalyticsIQ](#), and [ShareThis](#), the leading sharing intelligence company offering digital sharing and content optimization tools, announced today their

digital audience partnership. This partnership is powered by [LiveRamp®](#), an Acxiom® company (NASDAQ: ACXM) and leading provider of omnichannel identity resolution. Specifically, the collaboration is made possible through LiveRamp's Data Innovators program. The companies are launching more than 80 new audience segments for marketers to use for one-to-one targeting across digital channels. As a result, consumers can expect to have a more meaningful and seamless experience throughout the digital ecosystem with more relevant, personalized messaging from the brands that they value and prefer.

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The new audience segments are designed to improve campaign performance and give marketers a competitive-edge by accessing data far richer than simple demographics like age or gender. The new audiences include segments for marketers across verticals, such as:

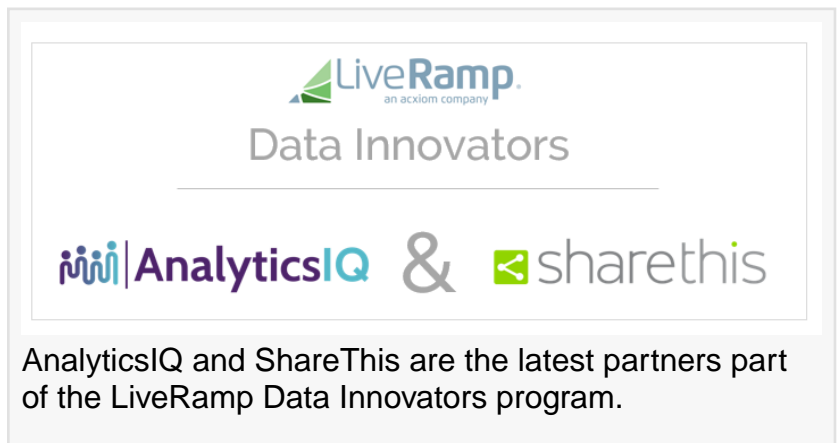
- _ Travel: Affluent travelers who are interested in specific destinations from vineyards to beaches
- _ Gamers: Video gamers, from casual to hardcore, who have

interests in specific types of games ranging from sports to strategy

- _ Home & Garden: Home owners or apartment dwellers interested in giving their residence an upgrade with home improvement projects or new furnishings
- _ Pets: Affluent pet owners who care for animals ranging from dogs and cats to fish and rabbits

These audiences combine the best offline insights from AnalyticsIQ, such as wealth, lifestyle and hobby information, with ShareThis' pioneering social and engagement insights aggregated from over 3 million publishers and 18 billion monthly events.

“Every day, we are focused on data innovation,” states Anna Brantley, Chief Revenue Officer at



AnalyticsIQ and ShareThis are the latest partners part of the LiveRamp Data Innovators program.

AnalyticsIQ. “We found that ShareThis has the same passion. And you can see that in their data. They have access to proprietary online sharing, engagement and intent insights – at scale. And by combining this with AnalyticsIQ’s authoritative, offline data, we’re able to provide marketers with new audiences they can’t find anywhere else,” adds Brantley.

According to eMarketer, US companies will spend more than \$10 billion on third-party data for targeted advertising and insights. Of that, \$2 billion is allocated solely to digital behavior data. With advertisers investing so heavily in data, it’s important for marketers to work with proven data providers that offer insights that are both fresh and accurate.

“Marketers are looking to supplement their learnings with insightful, rich data. We believe that real-time online signals blended with offline insights deliver more power than each data-set on its own,” adds Dana Hayes, Jr. CEO at ShareThis. “Marketers are looking to find new insights and we’re excited to say that with AnalyticsIQ, our combined audiences are able to meet this demand.”

“Through the Data Innovators program, we’re allowing people to innovate on top of our identity resolution platform, creating new and innovative products that benefit both consumers and marketers,” said Luke McGuinness, GM, Data Store at LiveRamp. “We’re pleased to be a part of this partnership, and look forward to helping both brands uncover new and more efficient ways to connect with engaged consumers.”

Starting today, marketers can access the more than 80 new blended audiences within the LiveRamp IdentityLink Data Store by visiting <https://liveramp.com/discover-identitylink/identitylink-features/data-store/>.

About AnalyticsIQ

AnalyticsIQ is a leading predictive analytics and consumer marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help marketers understand how and why consumers make decisions. Our accurate and comprehensive PeopleCore consumer database provides unrivaled insights to advertisers, agencies and technology providers. Our data helps brands fuel personalized experiences across channels including direct mail, email, online, mobile and TV. Headquartered in Atlanta and recently named one of Georgia’s Top 10 most innovative companies, AnalyticsIQ’s team of data analysts, scientists, and cognitive psychologists have over 100 years of collective analytical experience and expertise. For more information, visit www.analytics-iq.com and follow us on Twitter @AnalyticsIQ.

About ShareThis

ShareThis, the Sharing Intelligence Company, has been collecting and synthesizing social share, interest, and intent data since 2007. Powering the sharing of content across more than 3M global domains, ShareThis observes real-time actions from real people on real publisher sites. ShareThis transforms user-level behavioral data into actionable insights. This unique and powerful view can be used to better understand, expand and validate consumer behavior for targeting and analytics to achieve marketer and publisher outcomes. Privately held, ShareThis is based in Palo Alto, CA. To learn more about publisher and marketer solutions, visit <https://www.sharethis.com/intelligence/>.

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