Dattonics was among the first data companies to start powering programmatic platforms with interest and intent data during the nascent stages of real time bidding. Today, we carry a robust offering of data types on 500M+ cookies, 250M+ MAIDs & 200M HEMs in the US and Canada.

Direct Integrations With Your DSPs/DMPs
- Faster custom segment turnaround time
- No third party distributors means minimized volume loss and maximized scale
- No middlemen so advertisers pay favorable pricing

CTV Audiences
Scalable audiences tested daily to ensure 95% accuracy across households

Social Audiences
Full audience targeting and attribution solution for the Facebook/Instagram platform

Data Solutions Team
- data@datonics.com

- General Overview
- Request Taxonomy
- Audience Recommendations
- Custom Segments
- Request A Data Plan
<table>
<thead>
<tr>
<th>AUTOMOTIVE</th>
<th>BUSINESS &amp; INDUSTRY</th>
<th>FINANCE &amp; MONEY</th>
<th>DEMO</th>
<th>CASUAL DINING</th>
<th>INTERNET &amp; SOFTWARE</th>
<th>TRAVEL</th>
<th>RETAIL / DEPARTMENT STORES</th>
<th>CLOTHING AND ACCESSORIES</th>
<th>KEYWORDS</th>
<th>LOCATION VISITS</th>
<th>BRAND AFFINITY</th>
<th>B2B</th>
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**PREPACKAGED SEGMENTS SAMPLE**

**FINANCE & MONEY**

- Premium Demo
- HHI
- Portfolio
- Assets
- Home Ownership
- Insurance
- Credit Cards
- Trade
- Investments, Stocks
- Bonds & Funds
- Loans
- Financial Services
- Banks & Bank Services
- Credit
- Savings
- Retirement / 401k
- Tax
- eCommerce Services
- Paypal

**TECH ENTHUSIASTS**

- R&D
- Apple Enthusiasts
- Android Enthusiasts
- Ross
- Marshalls
- TJ Maxx
- Kohl's
- Best Buy

**HOME & GARDEN**

- Furnishing & Décor
- Home Improvement
- Garden
- Do It Yourself (DIY)

**GSR**

- McDonalds
- Jack In The Box
- KFC
- Popeyes

**SHOPPING INTENT**

- Etail
- Value Shoppers
- Coupon Shoppers

**EDUCATION**

- Preschool
- College & Admissions
- Financial Aid
- Online Courses

**B2B**

- Create an audience based on their business profile