

Audiences in StackAdapt

Access diverse options of audience data to reach your ideal consumers anywhere, anytime.



Target Effectively With StackAdapt Audiences

With StackAdapt Audiences, advertisers can upload proprietary CRM data in near real-time, create highly customizable audiences, and access a catalogue of 3rd-party segments from leading data intelligence providers. Reach prospective customers across native, display, video, connected TV and audio within StackAdapt.

1st-Party CRM Audiences

Upload your CRM data through the StackAdapt UI to create a new segment quickly and easily in an anonymous, privacy-compliant manner.

LiveRamp IdentityLink Retrieval API

The LiveRamp IdentityLink Retrieval API integration, which is based on LiveRamp's people-based identity graph, enables StackAdapt to offer device-level targeting based on deterministic data and reach consumers across multiple channels. With this integration, you can create a new targeting segment in near real-time.

Powered by LiveRamp

Salesforce Audience and Data Studios

Marketers who have a contractual relationship with Salesforce Audience and Data Studios can leverage these segments by bringing them into StackAdapt for targeting.

Powered by Salesforce Audience Studio

Adobe Audience Manager

Adobe customers can activate Adobe Audience Manager Segment IDs across StackAdapt campaigns.

Powered by Adobe Audience Manager



Audience Lookalike Expansion

Supercharge your 1st-party CRM audiences by creating an expansion audience. Allow the platform to identify attributes similar to those in your CRM list and form a new audience with that data. This allows you to reach users who have portrayed the same online behaviour as those you've targeted, giving your campaign more scale and reach.

Custom Segments

StackAdapt empowers advertisers to think outside the box when it comes to who they want to target and how to reach their ideal customers. StackAdapt Audiences are highly customizable, enabling you to align your campaign objectives and KPIs to your desired target online users. Here are the available audience types:



Browsing

Specify topics relevant to your campaigns, and subsequently target the audiences who have shown the most interest in those topics. Control the size of your audience; the algorithm considers a wealth of information on users interests.



Device ID

Onboard a list of your own device IDs to engage with mobile audiences. You can also leverage cross-device capabilities to supplement campaign scale by targeting people on different devices.



IP Addresses

Focus your marketing efforts on physical locations and target specific IP addresses.



Intersection

Create an overlap audience with already existing audience segments to effectively hone in on various user attributes to reach your desired audience.



Location

Upload a list of lat/long coordinates to collect an audience based on a specific geo radius, collect the IP addresses and device IDs from the mobile devices within that location. You can specify the start/end dates and times of the audience collection.



B2B/ISP

Create an audience based on who is connected to a specified Internet Service Provider (ISP) or network names of businesses, establishments or institutions.

3rd-Party Audiences

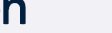
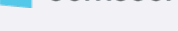
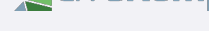
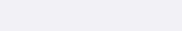
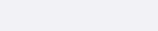
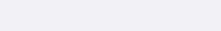
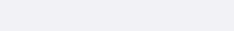
Request and access over 200,000 audience segments from over 200 data providers, available within the Third-Party Catalogue. StackAdapt partners with industry-leading providers to help create bespoke, custom data combinations that bring unique value to your marketing clients.

LiveRamp Data Store API

The Third-Party Catalogue automatically updates daily to ensure our users access the most up-to-date data providers and segments as they are released. This partnership allows for faster data transfer, with select segments ready to use right away. If additional processing time is needed, the segment can take several hours to 3 days to become available.

Powered by LiveRamp

Some of Our 200+ Activation Partners



Additional Audiences



Interest and Intent Segments

StackAdapt offers a curated collection of pre-built 1st-party Interests and Intent segments. These proprietary segments target individuals based on relevant content they've recently consumed online.



Lookalike Audience

Find your next best customers by tagging users with a pixel to create a segment of individuals that exhibit the same behaviour as those you've tagged, allowing you to increase your scale and reach.



Retargeting Audience

Target users who have visited your website or performed a specified action on the page. StackAdapt enables advertisers to engage with users who have seen or clicked on an ad through video retargeting or click retargeting.

Leverage the Data Solutions Team*

StackAdapt Data Solutions is an in-house dedicated team that can provide audience recommendations, and assist with custom 3rd-party segment creation. They are at the forefront of industry trends, to ensure all partnerships, features and integrations are relevant and beneficial to StackAdapt users.

*Requires \$10k/month minimum spend.