



AUDIENCE ATTRIBUTE MARKETPLACE

Data made easy

Allant Group's Audience Attribute Marketplace is a subscription-based service giving users seamless, frictionless access to 2B+ audience members and 1300+ attributes.

By partnering with over 25 audience attribute providers, Allant gives users the ability to easily access multiple data sources – including complimentary and enhanced data – assembled in one platform. Allant's Audience Attribute Marketplace delivers unparalleled efficiency, accuracy, and speed, allowing users to activate audience profiles quickly – in hours, instead of days or weeks – which means getting campaigns in-market fast!

Marketers and data scientists alike no longer need to use sample files or complex distributed computing to model their most accurate portrayal of their ideal customers. Say good-bye to traditional data hygiene and merger/purge and hello to enhanced data solutions made easy.



**MULTIPLE
DATA
SOURCES**



**ASSEMBLED
IN ONE
PLACE**



**EASILY
ACCESSIBLE
DATA**



**ACTIONABLE
INSIGHTS**



**AUDIENCE
ACTIVATION**

Key Benefits:

- Subscription-based model means pay for only what you need
- Full analytic value of each attribute in each database in a single platform
- Explore compiled, attitudinal, and life event data on top of your first-party data
- Get the most accurate portrayal of your ideal customers in one frictionless environment
- Significant cost reduction relative to traditional infrastructure, hardware, and developers.

