

ACTIVE-SHOPPER DATA

Find the right consumers actively researching products prior to purchase.

ownerIQ Active-Shopper Data blends billions of e-commerce, product review and purchase data points to create audiences that are in market for your products. These segments are available across any data partner, any inventory, and any device.

ACTIVE BENEFITS



POWER OF SHOPPING

ownerIQ Active Shopper data takes insights from over 1 billion shopping behaviors across 300,000+ sites per month to generate actionable in-market audiences.



AUDIENCE ACCURACY

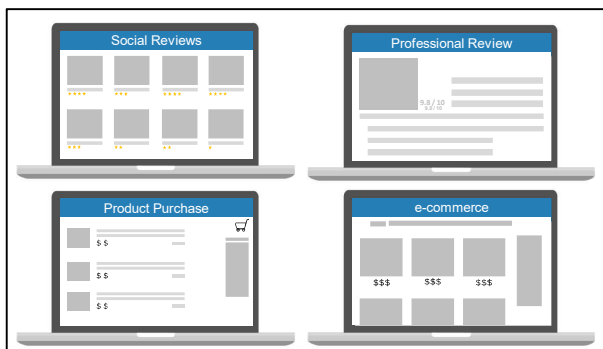
Data is manually curated, sorted, categorized, and refreshed daily by our ownerIQ **Cybrarian** team to ensure data quality and drive efficient performance.



FLEXIBLE EXECUTION

Active Shopper can be utilized across any inventory and any platform. Our data is able to activate users on desktop, mobile, or tablet.

HOW OUR DATA WORKS



Consumers are actively shopping for products online.



During the shopping process Active Shopper data allows you to power your ads in the right direction.

Marketers can buy impressions against active shoppers, researching a specific product category with zero wasted impressions.

The average adult views over 10 online review sites before making a purchase decision.

