AUDIENCE GUIDE

MAKING 2ND PARTY DATA ACTIONABLE FOR MORE MEANINGFUL ADVERTISING

VERSION 2.0 Q2 2019
ownerIQ is leading the data market’s evolution towards transparency, relevancy, and choice.

We are bringing the most valuable consumer data to market—explicit shopping and purchasing data from retailers and brands—to power a new data economy: The Second-Party Data marketplace.

**ACHIEVE SCALE**

800+ data providers

**ACROSS DEVICES**

220MM shoppers

140MM mobile shoppers

**AMONG ACTIVE CUSTOMERS**

9B shopping behaviors

$1.04B in retail transactions

**1. OWNERIQ’S SECOND PARTY DATA SOURCES**

**2. COEX DATA PLATFORM**

**3. TYPES OF AUDIENCES**

- Auto
- Baby & Maternity
- Business & Financial Services
- Groceries & Consumer Packaged Goods
- Hobbies, Games & Toys
- Home & Garden
- Media
- Pet
- Seasonal
- Sporting Goods & Outdoors
- Style & Fashion
- Tech & Electronics
- Travel

**4. AVAILABLE AUDIENCE SEGMENTS**

**5. ABOUT OWNERIQ**
SECOND-PARTY DATA SOURCES

SOURCED DIRECTLY FROM RETAILER AND BRAND DATA

Our data is directly ingested from named retailers, brands and e-commerce websites. We collect data signals in real time via our analytic and conversion pixels placed across our partners’ sites from homepage to checkout. We refer to these partners as our Market Makers, as their audiences “make up” all the data in our unique marketplace.

MAKING ALL DATA ACTIONABLE

We ingest multiple types of data from our Market Makers that enable us to understand where users are shopping, what products and brands they are shopping for, what they ultimately purchase and how they behave across channels and devices. From this we create unique advertising, insights, and attribution products.

SHOPPING DATA
- Product & Brand interactions
- Website visitors
- Product feeds

PURCHASE DATA
- E-commerce transactions
- Loyalty card data
- In-store transactions
- SKU level data

CONSUMER DATA
- CRM data
- Loyalty/reward data
- Mobile app

PRODUCT AND BRAND TYPES

Our expert team of Cybrarians catalog all Market Maker audience data into our taxonomy of over 67,000 product types and 62,000 brands. As our Market Makers add new pages to their sites, new mobile apps, and start selling new products, we organize and categorize each new shopping and purchasing signal within our taxonomy. In addition, through our Digital Checkout Tag we collect e-commerce transaction information such as total value of transaction, product SKUs and UPC numbers, product categories and much more.
OWNERIQ’S COEX PLATFORM

DATA MARKETPLACE
STEP 1: CHOOSE YOUR DATA SOURCES
All of the retailer, brand and publisher data ownerIQ makes available to advertisers lives within our award-winning DMP platform. The data marketplace makes it simple and secure for advertisers to form 2nd party data sharing relationships.

AUDIENCE SEGMENTATION
STEP 2: CHOOSE SHOPPING BEHAVIORS TO INCLUDE IN YOUR SEGMENT
This built in tool gives advertisers the opportunity to choose the specific shopping signals that align with your unique definition of the target audience in a self-service manner. Isolate specific audiences, use an aggregate of all of ownerIQ’s data and include your 1st party data if desired.

AUDIENCE MODELING
STEP 3: ADD SCALE TO ANY CUSTOM SEGMENT
Use the predictive power of 2nd party data to understand the users who are most likely to be part of your target audience. Exercise total control over the scale and accuracy of your audience with complete visibility into the shopping and buying signals that define it.
TYPES OF AUDIENCES

ownerIQ's billions of shopping signals form three different types of audience segments that can be activated in your DSP. Whether you’re looking to reach in-market shoppers with an awareness campaign or you’re driving online sales, ownerIQ has a data offering to meet your goals.

CUSTOM AUDIENCES

RECOMMENDED FOR:
- Retail sell-through initiatives looking to reach purchasers and shoppers of the products or brands featured in the campaign
- Reaching your target audience with 100% transparency and control over the definition of the audience and the data source

Using ownerIQ’s Audience Segmentation Tool any advertiser can create custom purchase and shopping segments using data sets you have approval to access (1st party, 2nd party or aggregated data).

Purchase Segments: The transaction details collected from our Digital Checkout Tag (DCT) and point-of-sale systems from our retailers power a dataset of deterministic purchasers. This dataset can be used to create audience segments of online purchasers by SKU, brand, product category or transaction amount.

Shopping Segments: The product and brand interactions captured by our analytics pixels power a data set of deterministic browsers. This dataset can be used to create audience segments of online shoppers by product type or brand.

MODELED AUDIENCES

RECOMMENDED FOR:
- Enhancing an advertiser’s 1st party data
- Generating large addressable audiences of likely product shoppers and buyers for an awareness or performance campaign
- Targeting in-market shoppers for specific products

Using ownerIQ’s Audience Modeling Tool, add scale to any narrowly defined custom segment (can include 1st party, 2nd party or aggregated data your brand has permission to access).

Once the seed audience is defined, ownerIQ models your audience against our entire dataset and provides full control and transparency over the scale and accuracy scores included in your modeled audience. Understand exactly which online behaviors are being used to predict your modelled audience.

PRE-BUILT AUDIENCES

RECOMMENDED FOR:
- Immediate activations

ownerIQ has over 400 pre-built in-market and interest based segments available in your DSP today. These segments are made up of aggregated data from over 300,000+ publisher sites. Segments include social, product review, price comparison and browsing data points.
2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

- Advance Auto Parts
- Alpine Electronics
- Auto Anything
- Auto Parts Warehouse.com
- Carparts.com
- Chemical Guys
- Crutchfield
- JC Whitney
- JL Audio
- Power Stop
- The Zebra
- Toyo Tires

SUCCESS STORY AUTOMOTIVE PARTS ADVERTISER

The Challenge: A luxury auto manufacturer was looking to promote their line of aftermarket car parts and drive qualified traffic to their site.

ownerIQ Solution: Our partnerships with auto retailers including AutoAnything and Advance Auto Parts allowed the advertiser to reach affluent tech savvy DIYers while driving site engagement among qualified shoppers.

Results: ownerIQ data delivered a CPA 88% below the client’s goal.

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES
- Antifreeze
- Auto Insurance
- Auto Video
- Automobile Alarm
- Automobile Parts
- Automotive Interior Accessories
- Automotive Performance Additives
- Automotive Repair Services
- Automotive Services
- Brake Fluid
- Full Size Cars
- GPS & Navigation
- Luxury Cars
- Motorcycles
- SUVs
- Trucks

...and more shopping signals available for custom segmentation in the CoEx UI.

BRANDS
- Acura
- Audi
- BMW
- Bridgestone
- Ford
- GMC
- Goodyear
- Honda
- Hyundai
- Infiniti
- Jeep
- Land Rover
- Lexus
- Mazda
- Toyota
- Volkswagen
- Volvo

AUDIENCES BUILT FROM

- 5.5B monthly shopping signals
- 140+ unique data sources
SUCCESS STORY STEP2

The Challenge: Step2 came to ownerIQ looking to drive brand and product awareness among parents with children while consistently engaging retail shoppers to increase sales.

ownerIQ Solution: Step2 was able to target active shoppers at a leading toy retailer with digital ads year-round.

Results: Reached an average of 150K leading toy retailer shoppers daily, increasing to 1M during peak season, and exceeded ROI goal by 5x.

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES
- Baby & Toddler Bedding
- Baby Carrier
- Baby Feeding & Nursing
- Baby Foods
- Baby Memory Books & Calendars
- Baby Nasal Aspirators
- Baby Powders
- Baby Robes & Hooded Towels
- Baby Skin Care
- Baby Soaps
- Baby Teethers
- Baby Thermometers
- Bibs & Burp Cloths
- Booster Car Seats
- Diaper Bags
- Maternity Clothing
- Nursery Mobiles
- Toddler Furniture

BRANDS
- Baby Bjorn
- Baby Jogger
- Bugaboo
- Carter’s
- Crocs
- Cybex
- Disney
- Fisher Price
- Hanna Andersson
- Klutz
- Leap Frig
- Little Tikes
- Mini Boden
- Naartjie Kids
- Osh Kosh
- Pampers

...and more shopping signals available for custom segmentation in the CoEx UI.
SUCCESS STORY FINANCIAL SERVICES PROVIDER

The Challenge: ownerIQ partnered with a leading financial services provider that had recently acquired a regional banking chain and was looking to rebrand post-merger.

ownerIQ Solution: ownerIQ recommended a custom bundle of Branded Audiences to reach consumers transitioning through life stages who were likely to be interested in opening various personal and business accounts.

Results: The campaign achieved a $141 CPA, below the client’s goal with 40% of conversions occurring on mobile.
SUCCESS STORY BEAUTY BRAND

The Challenge: A leading shampoo manufacturer turned to ownerIQ to drive in-store sales of products at Walmart.

ownerIQ Solution: The client used ownerIQ’s health and beauty second party shopper data to reach relevant prospects and measure impact of their online campaign at 1,715 Walmart locations.

Results: The campaign coverage of 36.9% of all Walmart stores was responsible for 57.7% of the brand’s shampoo sales during the campaign.

AUDIENCES BUILT FROM

1.1B monthly shopping signals
90+ unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Arbor Teas
GNC Canada
ibotta
Ole Smoky
Peapod
Staples
Teadora
Walgreens

PRODUCT TYPES

BRANDS
Allergy Supplements
Advil
Bone Supplements
Barilla
Breakfast Foods
Cetaphil
Coffee
Clinique
Contacts & Eyewear
Clox
Cookies & Crackers
Clorox
Cosmetics
Essie
Dairy Products
Garnier
Feminine Pads
General Mills
Fragrances & Perfumes
Keurig
Frozen & Refrigerated Foods
Kraft
Fruits & Vegetables
L’Oréal
Hair Coloring Treatments
Mrs. Meyer’s
Healthy Living
NARS
Heath & Beauty
Nature Valley
Skin and Body Remedies
Neutrogena
Skin Care
Pepsi Co.
Vegan & Vegetarian Foods
Stayfree
Vitamins
Tide
Vichy
Weight Watchers

...and more shopping signals available for custom segmentation in the CoEx UI.
HOBBIES, GAMES & TOYS

AUDIENCES BUILT FROM

5B monthly shopping signals

80+ unique data sources

SUCCESS STORY ACER

“Working with ownerIQ to target Newegg’s audience of tech and gaming enthusiasts helped us to achieve our goals and get in front of the right consumers that we wouldn’t have otherwise been able to target. We’re thrilled with the results.”

MICHELLE LEAVITT
CONSUMER MARKETING MANAGER, ACER

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

ACE Hardware
Acer
Barnes & Noble
Books A Million
Burlington
Dynacraft Wheels
GameCrate
Lego
Meade Instruments
Newegg
Plan Toys
Scholastic
Zulily

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES
Action Figures
Backyard Equipment
Baseball Cards
Board Games
Boys’ Toys
Building & Construction Toys
Collectibles
Coloring Books
Dice Games
Dolls
Girls’ Toys
Knitting Yarn
Learning & Educational Toys
Scrapbooking
Stuffed Animals
Toy Vehicles
Video Game Controller
Video Games

BRANDS
Activision
Bandai Namco
Crayola
Hasbro
Hot Wheels
Klutz
Marvel
Mattel
Mega Bloks
Nerf
Nickelodeon
Nintendo
PlayStation
Sega
Spin Master
Vtech
Wii

...and more shopping signals available for custom segmentation in the CoEx UI.
SUCCESS STORY SIMON’S FURNITURE

“Using ownerIQ’s expansive second-party audience cloud has allowed Simon’s to reach in-market shoppers with unparalleled effectiveness. By running campaigns that allow us to reach the right customers with timely messaging we have seen a direct lift in both in-store traffic and sales.”

JARED SIMON
VICE PRESIDENT OF MARKETING & SALES, SIMON’S FURNITURE

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

PRODUCT TYPES
Household Appliances
Home Improvement
Home Automation Controls
Light Bulbs
Home Décor
Cooktop
Dishwasher
Floor Care Appliances
Kitchen Storage and Organization
Freezer
Refrigerator
Lawn Mower
Pool Supplies
Paint
Mattresses
Construction Materials
Indoor Furnishings
Bath Towels
Bathroom Hardware

BRANDS
All-Clad
Black & Decker
Craftsman
Cuisinart
Dyson
Ethan Allen
Kohler
Krylon
La-Z-Boy
Maytag
Oxo
Riedel
Rubbermaid
Sealy
Serta
Valspar
Weber
Worx

...and more shopping signals available for custom segmentation in the CoEx UI.
**MEDIA**

**AUDIENCES BUILT FROM**

- **4.2B** monthly shopping signals
- **70+** unique data sources

**SUCCESS STORY TV STREAMING SERVICE**

**The Challenge:** A live television streaming service approached ownerIQ to help drive long term subscriptions.

**ownerIQ Solution:** ownerIQ identified Technology Adopters, Heavy TV Watchers and Sports Enthusiasts using our portfolio of 2nd party retail and brand data.

**Results:** The campaign consistently delivered a CPA under $156, beating the client’s goal of $200 CPA.

**2ND PARTY AUDIENCES**

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

- Alfred Publishing Company
- Barnes & Noble
- Books-a-Million
- GameCrate
- Scholastic
- SparkNotes
- Townsquare Media

**SAMPLE CATEGORY TAXONOMY**

**PRODUCT TYPES**

- Alternative Music
- Blues
- Christmas Movies
- Country Music
- Dance & Electronic Music
- Family & Kids Movies
- Guitars
- Jazz
- Music & Performance Movies
- Music Download Services
- Musical Instruments
- Pop Music
- Portable Media
- Rock Music
- Sports & Fitness Movies
- Video On Demand
- Vocal Music

**BRANDS**

<table>
<thead>
<tr>
<th>20th Century Fox</th>
<th>Casio</th>
</tr>
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<tbody>
<tr>
<td>DreamWorks</td>
<td>Disney</td>
</tr>
<tr>
<td>Guitar center</td>
<td>iTunes</td>
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<tr>
<td>Lionsgate</td>
<td>Miramax</td>
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<tr>
<td>Netflix</td>
<td>Pandora</td>
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<td>Paramount</td>
<td>Pixar</td>
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<tr>
<td>Shure</td>
<td>Sony</td>
</tr>
<tr>
<td>Spotify</td>
<td>Universal</td>
</tr>
<tr>
<td>Warner Brothers</td>
<td>Yamaha</td>
</tr>
</tbody>
</table>

...and more shopping signals available for custom segmentation in the CoEx UI.
SUCCESS STORY PET-RELATED PRODUCTS

ownerIQ sees interactions with pet-related products spike in the months leading up to the holiday season and in the Spring. Pet owners are known to treat their furry friends to holiday gifts and treats while flea and tick season starts in late April – early May across most of the US.

Take advantage of ownerIQ data to ensure that your brand is top-of-mind among qualified in-market pet care consumers during key promotional periods.

2ND PARTY AUDIENCES
Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

- ACE Hardware
- Auto Anything
- Barnes & Noble
- Cabela’s
- Fresh step
- Friskies
- Greenies
- Milk-Bone
- Peapod
- Redbarn Pet Products
- Walgreens
- Zulily

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES
- Aquarium Supplies
- Bird Houses
- Canned Pet Food
- Cat Scratch & Tree Posts
- Cat Supplies
- Dog Supplies
- Fish Bowls
- Little Boxes
- Natural Organic Pet Food
- Pet Bedding & Furniture
- Pet Dishes, Bowls & Feeders
- Pet Grooming Supplies
- Pet Health
- Pet Leashes
- Pet Medications
- Pet Training
- Pet Treats

BRANDS
- Arm & Hammer
- AvoDerm
- Bayer
- Beneful
- Blue Buffalo
- Cesar
- Freshpet
- Friskies
- Frontline
- Iams
- K9 Advantix
- Meow Mix
- Pedigree
- Petco
- PetSmart
- Purina
- Science Diet
- Tidy Cat

…and more shopping signals available for custom segmentation in the CoEx UI.
SEASONAL

AUDIENCES BUILT FROM

- **8B** monthly shopping signals
- **150+** unique data sources

SUCCESS STORY  **HOLIDAY SALES LIFT**

ownerIQ tracked over $10B in e-commerce transactions in Q4 of 2017. This includes $260M+ in e-commerce transactions on Black Friday and $279M+ on Cyber Monday with a 392% increase in unique shoppers over those key shopping days.

Leverage our data to fuel campaigns looking to reach shoppers buying for a special occasion.

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Ace Hardware  
Auto Anything  
Barnes & Noble  
Cabela’s  
Crate & Barrel  
Hallmark  
Ibotta  
Lord & Taylor  
Macy’s  
Newegg  
Party Supplied Delivered  
ProFlowers  
Saks Fifth Avenue  
Susan G. Komen  

Townsquare Media  
Vistaprint  
Walgreens  
Zulily

SAMPLE CATEGORY TAXONOMY

**PRODUCT TYPES**

- Birthday Cards
- Christmas Party Supplies
- Father’s Day Gifts
- Food Gift Baskets
- Gift Bags & Boxes
- Gift Certificates
- Gift Registries
- Gifts for Children
- Gifts for Men
- Gifts for Women
- Halloween Party Supplies
- Housewarming Gifts
- Invitations & Announcements
- Party Paper Goods
- Personalized Gifts
- Seasonal & Holiday Toys
- Thank You Notes
- Valentine’s Day Flowers
- Wedding Gifts

**BRANDS**

- 1-800 Flowers
- A.C. Moore
- American Greetings
- Carlton Cards
- Edible Arrangements
- Harry & David
- Jo-Ann Stores
- Michael’s
- Paper Source
- Party City
- Rifle paper co
- Shutterfly
- The Christmas Tree Shop
- Yankee Candle

…and more shopping signals available for custom segmentation in the CoEx UI.
SPORTING GOODS & OUTDOORS

Audiences Built From

1.3B monthly shopping signals

130+ unique data sources

Success Story K2 Sports

“As a manufacturer, data-driven marketing is crucial to the future of our business. With many high-quality brands competing in our space, we need an in-depth understanding of both our customers and the initiatives that resonate with them to design better products and grow our brand. Data partnerships help us accomplish these goals.”

Alex Draper

Vice President of Marketing, K2 Sports

2nd Party Audiences

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Sample Category Taxonomy

Product Types

- Cycling Equipment
- Track & Field
- Basketball Equipment
- Football Equipment
- Watersports Equipment
- Soccer equipment
- Sports fan t-shirts
- Hockey protective equipment
- Athletic shoes
- Running & jogging
- Camping & hiking equipment
- Tennis equipment
- Golf bags
- Women’s Skiwear
- Snowboard
- Fishing rods
- Sports clothing & accessories

Brands

- Columbia
- Adidas
- Reebok
- Puma
- Nike
- Yeti
- The North Face
- Marmot
- Patagonia
- L.L. Bean
- Simms
- Spalding
- Wilson
- TaylorMade
- Titleist
- Head
- Prince
- Fila

...and more shopping signals available for custom segmentation in the CoEx UI.
SUCCESS STORY JEWELRY MANUFACTURER

The Challenge: ownerIQ partnered with a top jewelry manufacturer that was focused on increasing awareness and driving sales lift for their brand.

ownerIQ Solution: ownerIQ leveraged partnerships with premium retail partners like Touch of Modern and Lord & Taylor to reach in-market jewelry shoppers.

Results: ownerIQ’s targeting tactics and advanced technology led to a 0.11% CTR and post-holiday incremental budget of 12.5x the original campaign spend.

AUDIENCES BUILT FROM

4.1B monthly shopping signals

170+ unique data sources

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Burlington
Crown & Caliber
Destination XL
Hudson Bay
La Baie
Lord & Taylor
Macy’s
Peak Design
Rambler’s Way
Saks Fifth Avenue
Saks Off Fifth
Siizu
Tacori
Touch of Modern
Zulily

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES
Boy’s Clothing
Children’s Activewear
Children’s Swimwear
Clothes Tailoring Services
Evening Bags
Girl’s Clothing
Luxury Watches
Men’s Belts
Men’s Dress Shirts
Men’s Fashion
Outerwear
Pants & Shorts
Women’s Boots
Women’s High Heels
Women’s Jewelry
Women’s Petite Clothing
Women’s Slacks
Women’s Sunglasses
Women’s Tights

BRANDS
7 For All Mankind
Alex and Ani
Burberry
Citizen
Diesel
Fossil
Hugo Boss
J.Crew
Kate Spade
Levi’s
Marc Jacobs
Mizzen + Main
Ralph Lauren
Ray Ban
The Children’s Place
Timberland
Tommy Hilfiger

…and more shopping signals available for custom segmentation in the CoEx UI.
TECH & ELECTRONICS

AUDIENCES BUILT FROM

4.6B monthly shopping signals

360+ unique data sources

SUCCESS STORY CONNECTED DEVICES

The Challenge: A national consumer electronics brand wanted to drive interest among prospective customers by promoting their Connected Devices.

ownerIQ Solution: After requests were approved via our CoEx platform, ownerIQ pushed 100% transparent data from our retail partners to their trade desk.

Results: ownerIQ is a top performer for this advertiser on their trade desk, achieving a CPV of $0.08.

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

PRODUCT TYPES

Cameras
Computer Accessories
Computer Maintenance & Repair Services
Content Management Systems
Earbud Headphones
eBook Reader
Home Audio
Internal Hard Drives
Laptops
Prepaid Wireless Plans
Smart Phones
Software
Tablet PCs
Television
Video & Graphics Cards
Video Eyewear
Video Gaming Accessories
Wireless Network Security

BRANDS

Apple
Bose
Dell
Google
GoPro
HP
JBL
Kodak
Lenovo
Logitech
Microsoft
MSi
Nikon
Pioneer
Samsung
Sigma
Sony
Toshiba

...and more shopping signals available for custom segmentation in the CoEx UI.
AUDIENCES BUILT FROM

2.1B monthly shopping signals
90+ unique data sources

SUCCESS STORY AIRLINE ADVERTISER

The Challenge: A low cost airline partnered with ownerIQ to promote bookings during their Cyber Monday Sales Event.

ownerIQ Solution: The client used the scale of our 2nd Party Audience Cloud focusing on premium retail audiences that aligned best with their customers like Staples and Eddie Bauer.

Results: The campaign achieved an average cost per page view of $0.63 across their priority markets. Additionally the client gained audience insights on their customers’ product and brand affinities including destination weddings and Enterprise car rentals.

2ND PARTY AUDIENCES

Any audience can be supplemented with aggregated retail, brand and publisher data on your 1st party data to add scale.

Avis
Barnes & Noble
Books-A-Million
Budget
Colorado Tourism
Eastpak
Jansport
Kipling
Macy’s
Newegg
Payless Car Rental
Saks Fifth Avenue
Ski New Hampshire
Staples
Touch of Modern
Vera Bradley
Walgreens
Zulily

SAMPLE CATEGORY TAXONOMY

PRODUCT TYPES
Air Travel
Airfares
Asia Travel
Beach Vacations
Beach Vacations
Caribbean Travel
Europe Travel
Event Booking Services
Events & Performances
Golf & Spa Vacations
Hotels & Lodging
India Travel
International Travel
Luggage
Online Travel Booking Services
Romance Vacations
Spring Break Vacations
Travel Accessories
Travel by Destination

BRANDS
Airbnb
American Express
Departures
Expedia
Groupon
Hertz
Hilton
Hyatt
JetBlue
Lonely Planet
Marriott
Samsonite
Southwest
Spirit Airlines
Ticketmaster
Travelpro
Tumi
United Airlines
Virgin Atlantic

…and more shopping signals available for custom segmentation in the CoEx UI.
ownerIQ has built the market’s first and only single-platform solution designed to support the full suite of 1st and 2nd party data programs that are now part of every retailer and brand’s digital marketing playbook. Our software platform, CoEx, is an award-winning, vertically integrated data and advertising technology stack, the center of which sits the largest second-party data marketplace of shopping and purchase data.

ownerIQ headquartered in Boston’s Fort Point neighborhood has 4 offices across the U.S.

For more information, visit www.ownerIQ.com.