



MOBILE AUDIENCES & INSIGHTS

Your customers and prospects spend almost all of their time on their phones

Mobile behavioral targeting requires the use of mobile device data, not desktop cookies. Skydeo provides marketers with a mobile data marketing platform for audience building, activation and people-based marketing.



BUILD

Use powerful combinations of the most essential and scaleable audience attributes. Skydeo has the building blocks that matter.



DEPLOY

Load custom audiences into any buy side platform for media activation or into DMPs for deeper analytics and modeling.



MEASURE

Analyzing raw mobile data is the key to understanding consumer behavior in the mobile channel as well as the greater context of multi-channel marketing.

AUDIENCE BUILDING BLOCKS



APPS

Build to order, custom audiences by App Name gives full transparency and high ROI.



LOCATION

Place-Based Audiences based on fine location GPS lat/long tracking.



RAW DEVICE

- Platform
- Device model type
- Carrier, etc.



PEOPLE BASED

Target any offline data attribute through email/device ID pairs

SELECT CLIENTS



IT'S EASY TO BUILD YOUR OWN CUSTOM APPAUDIENCES

SOCIAL



VIDEO ENTERTAINMENT



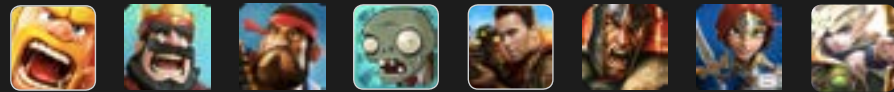
TRAVEL AND LOCAL



MUSIC STREAMING



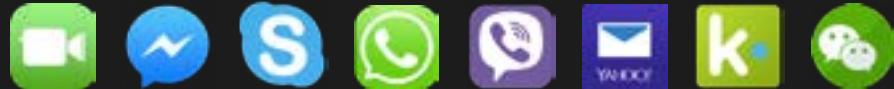
STRATEGY GAMES



FINANCE



MESSAGING



MAJOR HOTELS



ABOUT

Skydeo is the fastest growing mobile data provider with a 100% deterministic, global data set. Learn more at skydeo.com

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