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.

**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.

**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.
## IT’S EASY TO BUILD YOUR OWN CUSTOM APP AUDIENCES

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**About**

Skydeo is the fastest growing mobile data provider with a 100% deterministic, global data set. Learn more at [skydeo.com](http://skydeo.com)

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