What Makes AudienceScience Different, Makes us Better

AudienceScience is the first global technology company to put marketing science on the side of the advertiser. Our advertiser-owned system helps marketers take charge of their digital advertising by taking control of the technology that powers it.

**Makes Us Better**

100% advertiser-owned, delivering 100% transparency, 100% of the time.

A global enterprise ad management system unlike any other in the world.

An advertiser-owned technology can streamline the digital advertising value chain, saving advertisers millions while driving greater performance and consumer connection.

---

**THE BENEFITS OF AUDIENCESCIENCE® HELIOS**

**Audience and Data Management (DMP)**

- Your 1st, 2nd, 3rd party data, all in one place
- Actions, not just reporting
- Rich segment definition and full control
- Behavioral segment build-out
- Scale audience extension & look-alikes syndication

**Media Buying and Optimization (DSP)**

- Your media, all in one place
- Private and public exchange
- Driving standardization in media buying
- Multi-channel display, video, mobile
- Impression by impression
- Decisioning across media

**Audience and Campaign Insights**

- Deep analysis at-a-glance
- Audience segment and optimization reporting
- Media management and optimization reporting
- Automated reports and human “hands on” help
- Advanced querying
- Real-time monitoring of campaign progress
- Real-time insights inform future campaign planning

**Global Professional Services**

- Unparalleled DMP & DSP operations in 25 countries via owned data centers
- Strategy and support from eight offices in seven countries on three continents

To learn more about our Advertiser-Owned Enterprise Advertising Management System, email info@AudienceScience.com