



# DATONICS KEY DIFFERENTIATORS

In an ecosystem full of emerging data providers, Datonics pioneered the path of empowering programmatic platforms with high quality data. We provide over a decade of expertise in web browsing data and have merged this specialization of identifying online hand raisers with demo, B2B, past purchase and location data to construct the most complete view of shopper personas.



## WEB BROWSING DATA

Sourced across thousands of websites providing deterministic consumer intent and browsing insights across a network of comparison shopping / product review sites and publishers.



## MOBILE

Provides points of interest based on mobile usage and location.



## OFFLINE

Sourced from multiple, best-in-class specialty data providers in the Demo, Life stage, Past-Purchase, & B2B verticals, eliminating inaccuracies, providing the broadest scale, and the highest performing, most economical shopper insights. Premier offerings based on self-declared and or past purchase transactions.



## BREADTH AND DEPTH

300 million + consumers, households, and business across all shopper categories. Coverage in both the U.S. and Canada.



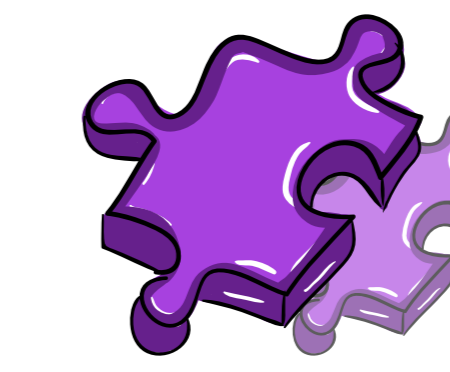
## TAILORED INSIGHTS

Customized and curated insights by request.



## PIONEERS IN PROGRAMMATIC

Our longstanding history (parent company AlmondNet founded in 1998) and legacy as a pioneer in AdTech (150+ granted patents licensed by leading players).



## LEADERS IN PRIVACY

Our leadership in, and proactive approach to consumer privacy protection (Longstanding member of NAI and former board member of NAI).



## REPUTATION

- ✓ A preferred provider to the world's most recognized agencies including Publicis, IPG, and others.
- ✓ Recognized as a top performing data provider multiple years in a row by one of the world's most reputable advertising / marketing services consulting firms.
- ✓ Datonics Audience Insights Shopify app is the first of a suite of apps that Datonics is introducing to serve D2C merchants.



## REACH

Directly integrated with leading DSPs for broad distribution and activation



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