Create New Audience

Create a new audience with as little or as much information as you like.

Create Campaign

Step 1 Keywords | Step 2 Advanced Filters | Step 3 Audience Setup | Step 4 Analyze Audience

View: Opt-In Customers

Segment Opportunities

Primary

Male
Age: **25-34**
Income Range: **51-75k**
Mobile: **Android**

Insights
- Uses streaming audio apps
- Heavy data user
- Likes golf

Secondary

Male
Age: **45-54**
Income Range: **101-125k**
Mobile: **Android**

Insights
- Uses primarily news apps
- Watches live TV on mobile

View Breakdown

Audience

Population Size

263k

263, 452

To protect the privacy over customers, the audience size needs to be greater than 100. If you should happen, please brooden the criteria in your query.

Gender

66% **Male:** *263, 452*

44% **Female:** *138, 452*

Mobile Loyalty

24% Android *75, 452*

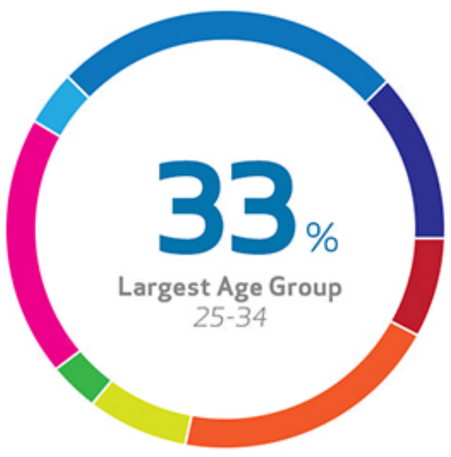
72% iOS *185, 271*

Other (4%) *3, 452*

iOS 6.0+ / Android 4.0+

Consumer Age

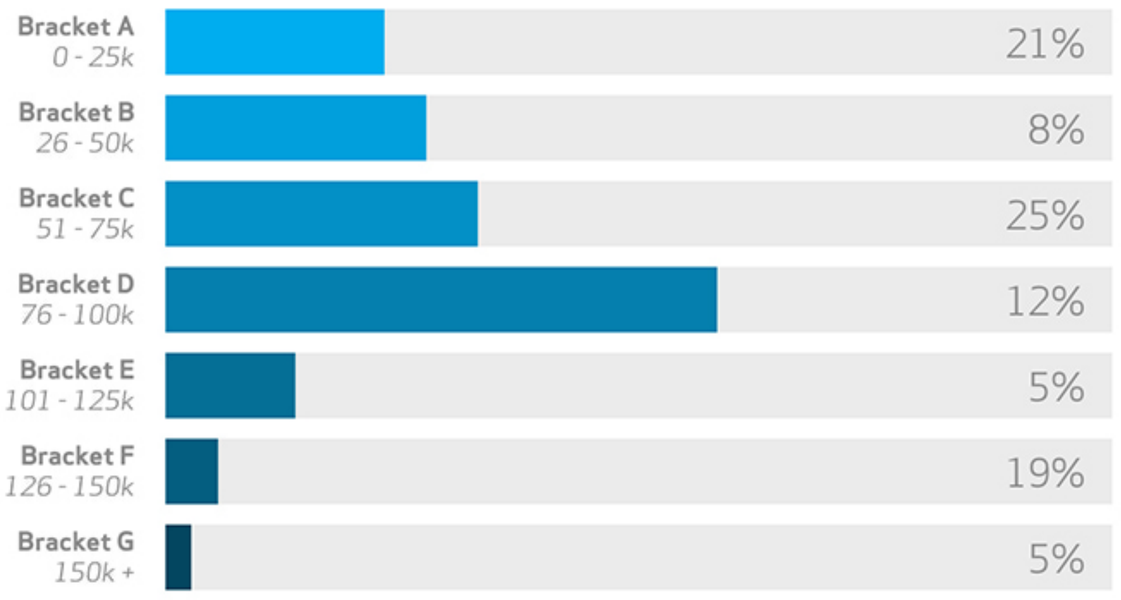
18 -> 75+ yrs



21%	Largest Age Group 25-34
8%	Largest Age Group 25-34
25%	Largest Age Group 25-34
12%	Largest Age Group 25-34
5%	Largest Age Group 25-34
19%	Largest Age Group 25-34
5%	Largest Age Group 25-34

Household Income

0 -> 125,000 (US $)



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Household Income

0 -> 125,000 (US $)

Bracket A *0 - 25k*	21%
Bracket B *26 - 50k*	8%
Bracket C *51 - 75k*	25%
Bracket D *76 - 100k*	12%
Bracket E *101 - 125k*	5%
Bracket F *126 - 150k*	19%
Bracket G *150k +*	5%

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Audience

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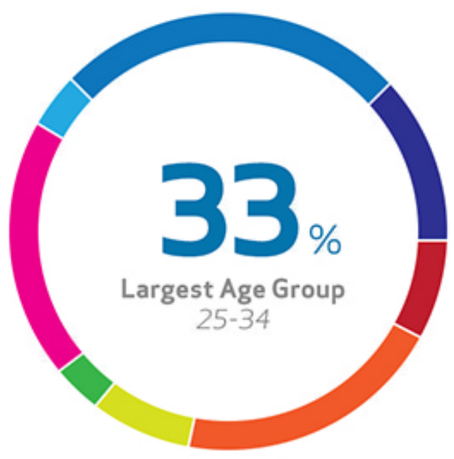

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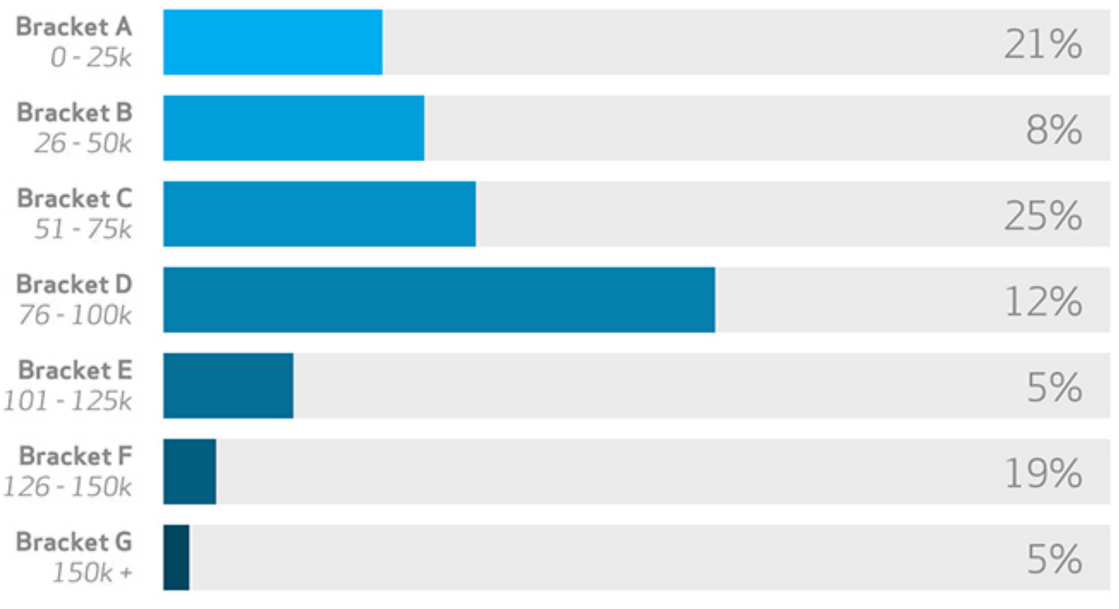
0 -> 125,000 (US $)



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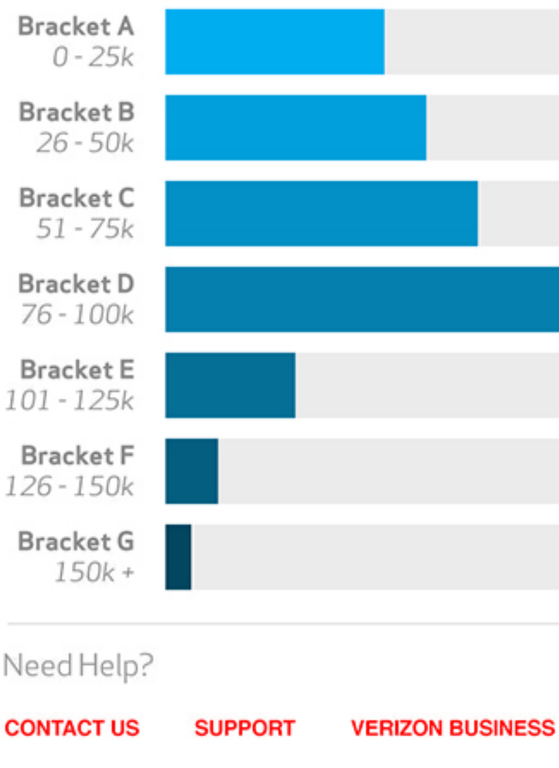

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Need Help?

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Refine Audience

Audience

Population Size

263k

263, 452

Target Population Size

382,348

Reference Population Size

6,682,348

View: Reference A

Segment Opportunities

Primary

Male
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Income Range: **51-75k**
Mobile: **Android**

Insights
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View Breakdown

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View All

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