



# Create New Audience

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

**Step 1**  
Keywords

**Step 2**  
Advanced Filters

**Step 3**  
Audience Setup

**Step 4**  
Analyze Audience

## Add Keywords

Enter click stream keywords that begin to help identify your target segment(s).

keyword

×

keyword

×

keyword

×

keyw

\*

## Potential Audience

Population Size

1.3m

1,263,452

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

Continue

→

Cancel

×

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## Add Advanced Filters

Skip

You have the ability to add several filters to your segment, if this is too much information - you can **skip** this step.

### Gender

Selected: Male



### Household Income

Range: 50k -> 85k



### Date / Time

Start Date: 01/03/2014 -> Today

Time (between): 8:00 am -> 4:00PM



### Days

Selected: Monday, Wednesday, Friday



### Mobile Device Usage

Mobile Platform: iOS

Data Usage: Moderate



## New Attributes

Select from the follow data attributes.

Select (Data Point) ▾

- Gender
- Household Income
- Dates (Start / End)
- Days
- Mobile
- Locations

Add +

Continue →

Cancel ✕

## Potential Audience

Population Size

755k

754,822

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Keywords 4 ▾

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### Mobile Device Usage

Mobile Platform: iOS

Data Usage: Moderate



### Location(s)

Enter the location address below, and select your radius (miles).

Enter Location

Select Radius (ie. 15 miles)

▼

Save Location

Citynamehere, ST  
25 miles (within)

Citynamehere, ST  
25 miles (within)

Citynamehere, ST  
25 miles (within)

## New Attributes

Select from the follow data attributes.

Select (Data Point)

▼

Add

+

Continue

→

Cancel

×

## Potential Audience

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## Setup Your Audience

Please provide a name / ID & description for your audience segment.

Example Segment Name - A

\*

Short / Long description of segment. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse eget libero elit. Nam sagittis magna nibh, non gravida purus iaculis vitae. Phasellus sed feugiat metus. Mauris placerat tortor id velit adipiscing sodales sed pellentesque turpis. Cras vehicula sollicitudin feugiat. Etiam interdum purus at ligula faucibus

\*

## Basic Campaign Details

Please provide some high level details about your campaign.

Annual Spend (US \$)

Cost per click (US \$)

Continue

→

Cancel



## Audience

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Keywords 4



Filters 8



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