PERFECT AUDIENCE

Your Retargeting Solution

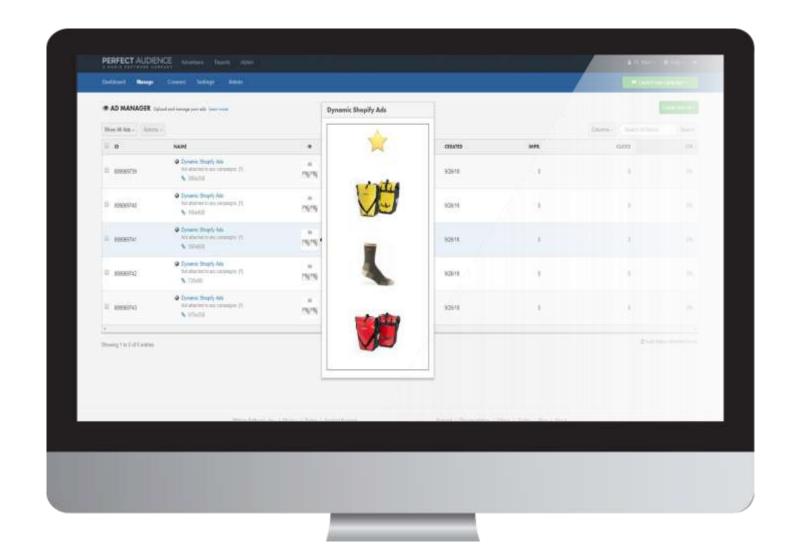www.perfectaudience.com

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What Is Perfect Audience?

- Perfect Audience is an enterprise-class platform for cross-channel retargeting that enables marketers to create, manage, and optimize their retargeting campaigns across Facebook, Twitter, Instagram, the Web, and mobile.

- Perfect Audience works well for brands of any size, B2B, B2C, agencies, e-commerce merchants, and other organizations.

- Scale your operation, control your budget, and manage your placements.

- Bring all your retargeting advertising together into one powerful application. Set up in minutes. See results immediately.

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Five Killer Features

- Comprehensive, transparent dashboard

- Intuitive interface with easy-to-use tools

- Target common audiences across channels

- Powerful list building with infinite audience combos

- Partner retargeting marketplace

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A Comprehensive Dashboard Promotes Transparency

- View KPIs, including cost data and ROAS, from a unified reporting interface

- View performance for campaigns over time to identify trends and opportunities

- Gain deeper insight into each conversion with Conversion Explorer

- View and manage top placements at the domain level

- Export reporting data or create customized automated reports with our reporting API

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Intuitive Campaign Manager

Intuitive interface for launching and managing campaigns

Gain control of targeting, geographies, devices, placements, timing, and ad creative

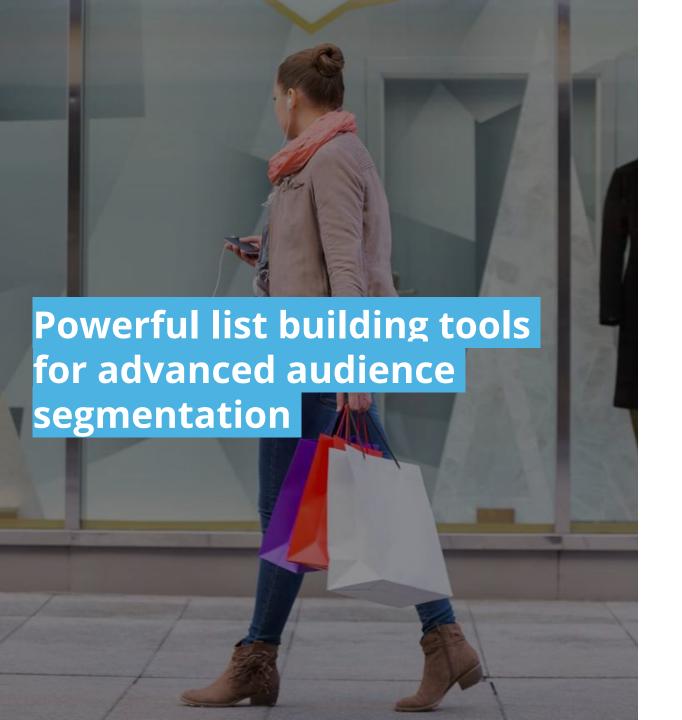Ad Manager offers a simple interface for creating and managing ad creative

Manage and compare multiple campaign types on a single dashboard

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Build and Target Common Audiences Across Channels

- The Perfect Audience tracking tag simplifies cross-channel list building
  - One tag to rule them all, quick and easy installation

- Create and target users across Facebook, Twitter and the Web from a single interface.

- Target, exclude or ignore segments as your needs dictate.

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Powerful list building tools for advanced audience segmentation

- Create audience segments from an infinite combination of intent and behavioral signals including on-site behavior

- Create audiences by URL, Javascript event, querystring, or regular expression

- Use Lookback Windows to focus on your hottest prospects

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Start Winning More Customers Today.

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