



As a leading data company trusted by thousands of brands and agencies, Alliant delivers highly predictive custom & syndicated audiences across TV, programmatic, social and more.

Every audience is generated from a proprietary transactional data set and securely built at the PII level. Alliant Audiences enable marketers to target by deterministic buying behavior in addition to propensities for specific brands, products and interests, demographics, automotive and political preferences.

**Acquire. Enrich. Optimize.**

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## Custom & Syndicated Audience Solutions

Available Across All Channels



### Deterministic Purchase Data

built from the leading transaction-driven data co-op



### PII-Based Data Set

that's ethically sourced and CCPA compliant



### Future-Proofed Connectivity

with flexible matching and distribution options

## Choose from Over 2,000+ Syndicated Audiences

### Verticals

- Retail
- DTC
- Financial Services
- Auto
- Media & Entertainment
- Travel
- Political

### Categories

- Brand & Product Propensities
- Interest Propensities
- Purchase Behaviors
- Payment Scores
- Demographics
- Household & Movers



**Need Audience Support? Just Ask.**

Email [datahelp@alliantdata.com](mailto:datahelp@alliantdata.com) 24/7 for quick responses.

ALLIANT IS FULLY CCPA COMPLIANT

## Alliant is relied on by hundreds of brands and agencies, every day.

Our Audiences are based on PII level transactions from 500+ DTC brands providing a unique, compliant view into consumer purchase behaviors, preferences and loyalty.

**5 Years**

Consumer Purchase History

**7,500**

Predictive Data Elements

**2.5+ Billion**

Purchase Transactions

**135 Million**

U.S. Households

**225+**

Data Sources

**1.8+ Billion**

Identity Graph Links



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## Digital Audiences for Any Channel



### Programmatic

Custom and syndicated audience segments available on every activation platform.



### Addressable TV

Go beyond programming & geographic linear TV buying to target the viewers you really want, at scale, on any MVPD.



### Social

Push any Alliant Audience to Facebook, Instagram, Twitter, Pinterest, Snapchat, or LinkedIn.