



Build a #winning Audience Strategy

Target audiences based on social signals – and buying behavior

With over 37.5+ million active US users each day, Twitter is a powerful way for brands to build connections with consumers. But how do you identify purchase intent, or expand that connection and engagement to other channels?

Optimize without the guesswork. Alliant blends social data with billions of consumer purchase transactions to identify the audiences most likely to buy, proven to drive campaign performance and profitability across all channels.

Acquire. Enrich. Optimize.

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- 40%** of users have made a purchase based on a tweet
- 77%** of Americans who earn 75k+ use the platform
- 80%** of users tweeted about a brand

500+ Interest Audiences Across Categories

- Activities & Interests
- Military
- Brands
- Celebrities
- Travel
- Holidays
- Pro & College Sport Teams
- Oil & Gas
- Insurance
- Video Games
- Restaurants & QSR
- Movies, TV & Music
- Events/Shows
- Publications
- CPG



FOR A FULL LIST, VISIT alliantdata.com/digital-taxonomy

Prefer a Custom Solution?

Custom-built audiences quickly give you the flexibility and control to achieve your campaign goals.

DEFINE AND REFINE USING

- ♥ Followers of Specific Brand Accounts
- # Hashtags Used
- 🕒 Activity Over Custom Date Ranges

Understand your customers and prospects better

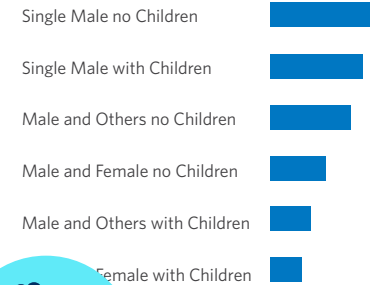
Each custom audience can be delivered with a detailed profile report that provides powerful insights across social, demographic and purchase interests!

For quick responses and recommendations, email:
datahelp@alliantdata.com

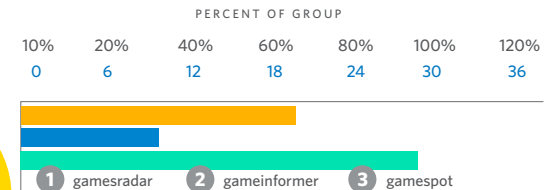
Top Hashtags

HASHTAG	INDEX	COUNT
#twitch	27.26	421,351
#gaming	13.61	135,116
#fortnite	13.31	257,668
#nintendoswitch	6.30	144,229
#giveaway	5.68	313,699
#win	2.80	160,742
#blockchain	2.72	135,337
#btsarmy	2.35	139,239
	1.96	438,579

Family Status Relative Index



Twitter Brands by Category with Top Three Handles



Digital Audiences for Any Channel



Programmatic

Custom syndicated audience segments available on every activation platform.



Advanced TV

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



Social

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