



An introduction to Audiences

By

 SKIMLINKS

Audiences By Skimlinks is a data-as-a-service platform that provides the shopping signals and intent data on 1.1bn cookies and device IDs each month, globally. Averaging 9 data points per user per day this is the richest set of shopping signals available anywhere, enabling planning, targeting and reporting.

How do we source our data?

The World's largest premium publishers use the Skimlinks javascript on their site to drive net new revenue via affiliate channels and a data Co-op. This Co-op of 57,000 publishers delivers 15 billion shopping intent signals every day.

From this, Skimlinks has a non-inferred picture of the products, brands and verticals 1.1bn cookies are reading about, clicking on, and buying.

161
Verticals

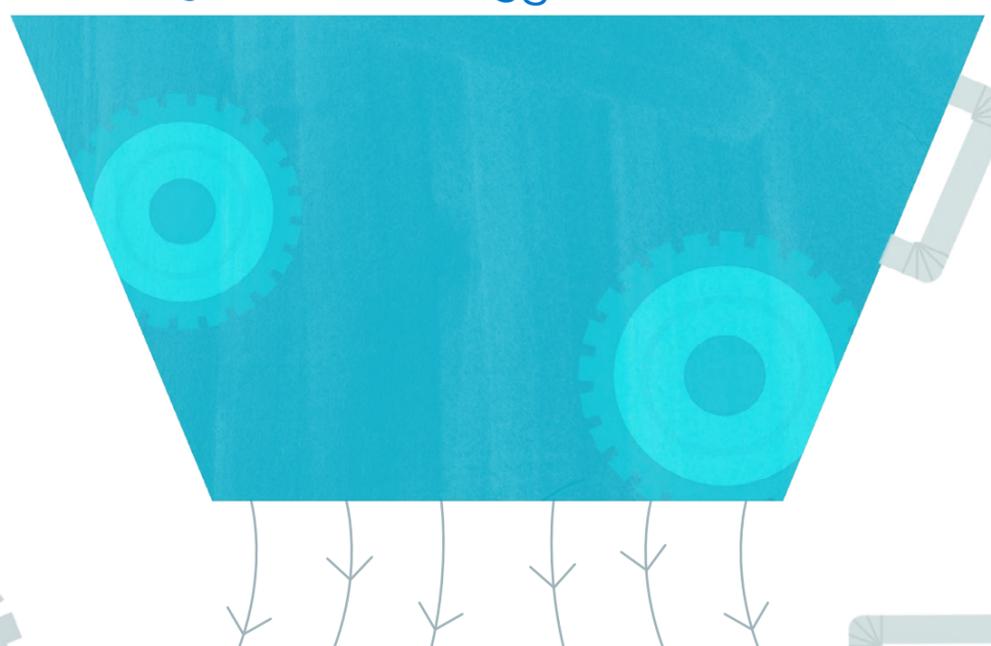
57,000
Publishers

2960
Brands

383
Products

1.1bn
Cookies

107m
clicks



Audiences By Skimlinks is the largest source of shopping intent signals you can buy.

Know what users are shopping for, before you target them and before they visit your site

Personalize

Update landing pages and user experiences in real time based on the shopping behavior of each user, stand alone or in conjunction with your 1st party data.

Segment

Build custom audiences for programmatic targeting and be smarter about the offers you send to your lapsed customers based on their current shopping behavior.

Action

Trigger actions in your ESP based upon real time shopping events.

Analyze

Track brand engagement across millions of users, by advertising strategy, each day.

Flexible ways to ingest the data: API, Daily Batch Files, Real Time Server side calls.

For more information about Audiences By Skimlinks data and segments please contact bizdev@skimlinks.com