



CUSTOM AUDIENCES

Audiences as *Custom* as Your Campaigns

Every marketing objective is unique—your audiences should be too.

Alliant Custom Audiences enables marketers to move beyond one-size-fits-all targeting by creating audience solutions built around the consumers, behaviors, motivations, and outcomes that matter most.



Syndicated Audiences Get You Close. *Custom Gets You Exact.*

Alliant bridges the gap between off-the-shelf segments and fully custom audience development — combining deterministic transaction data, predictive cognitive insights, and advanced modeling so you can build, activate and scale audiences designed around your exact campaign goal.

THREE WAYS TO GO CUSTOM

Each type can stand alone or combine with the others. Tell us who you want to reach and we'll recommend the mix.



Custom Syndicated

DETERMINISTIC & MODELED

Boolean logic across 4,800+ Alliant syndicated audiences with reach tiers tuned for precision or scale — all bundled into a single activatable audience.

EXAMPLE SEGMENT

Household appliances + Kohl's +
Ages 25-44, Top 30% of model



Custom CPG

DETERMINISTIC & MODELED

Receipt level purchase data from 9M+ active shoppers across 6000+ brands — refreshed monthly. Internal queries of purchases not found in the marketplace.

EXAMPLE SEGMENT

Gold Peak + Arizona + Lipton +
Snapple Tea Buyers



Custom Social

MODELED

Real social engagement — followers, mentions, creators — across TikTok, YouTube, Twitch, Instagram, LinkedIn & X, married to purchase data and built for cross platform reach.

EXAMPLE SEGMENT

Follows a fitness creator on
YouTube AND TikTok

Powered by Data. Built for Performance.



Robust Data

Thousands of predictive attributes spanning purchase, demographic, behavioral, lifestyle, and cognitive insights in a single audience framework.



Extensive U.S. Coverage

Reach consumers at scale while maintaining precision and relevance.



Data Privacy & Compliance

Certified high-quality data, transparency and oversight ensure brand-safe advertising that fully meets today's complex legal requirements and consumer expectations.



Advanced Modeling

Evaluate audience composition, estimated performance, and key predictive drivers before activation.



Flexible Audience Design

Broad reach. Niche segments. Unique combinations.



Unparalleled Access

Our leading Identity Graph and expansive 400+ distribution network guarantee flexible omni-channel audience activation at scale, anywhere brands want to go.

We Do the Legwork, You Get the Credit.

AS EASY AS 1-2-3

Share Your Goals

01

Tell us your target audience and personas, upcoming campaigns and brands, and the platforms you run on.

We Recommend Audiences

02

Our team proposes quick-to-market custom audiences across every flavor for you to refine and approve within 24 hours.

Deploy to Seats

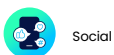
03

Share your platform Seat IDs and we push your custom audiences directly to your preferred destination, live in as few as 5 days.

ACTIVATE ACROSS



Display
& Audio



Social



CTV
& Video



Email



Direct Mail
& Offline

400+ DESTINATIONS

/LiveRamp

theTradeDesk



Google Display
& Video 360

COMCAST

Cadent

Including all major social networks

Tell us your goal. We'll build the audience.

Alliant streamlines your path to activation — making it easy to build, activate, and scale custom audiences across channels. **Reach out to get started today.**



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