

Identify types of personality of your target audience

We use AI algorithms to know your target audience types of personality. It simply helps to choose a better sales strategy and create highly accurate ads.

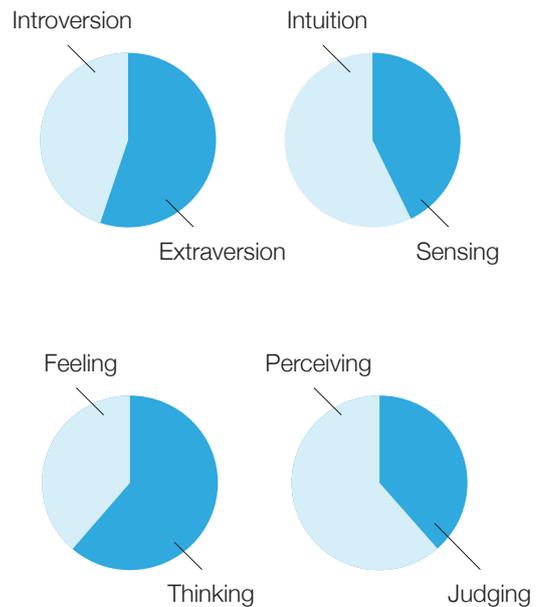


How do we find types of audiences' personality?

First, as one of the world's largest anonymous data providers, we deliver marketers segments, such as Automotive Fans, Online Shoppers or Music Lovers. Secondly, our algorithms analyze the online behavior of users included in those segments to assign them to one of the 16 personalities based on Carl Jung's theory.

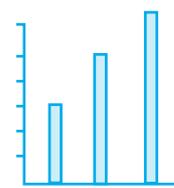
According to Carl Jung's theory, people experience the world using four psychological functions: sensation, intuition, feeling, thinking. The theory was expanded by psychologists and currently, we know 16 possible personality types.

The use of the theory allowed us to identify which users interested in cars are e.g., introverts or extroverts.



Why did we create personality segments?

Our segments help marketers to find out more about consumers. Users do not pose to be someone else online, so we can identify their real personality. It helps marketers to tailor marketing messages to users' preferences and - as a result - improve conversion rate.



What will you achieve by using our segments?



Hyper-personalized ads



Detailed knowledge about users



Customer journey tailored to users' personality



Lower cost of generating leads



Identification your current clients' personality

Where can you find our data?

DV360

Adform

The Trade Desk

Hybrid.ai

What other types of data do we deliver?



Interests



Demography



Purchase intentions



Brands taxonomy

OnAudience – About us



OnAudience.com successfully converts Big Data into revenues, offering services and products that enable companies to reach target audiences with personalized campaigns and develop Business Intelligence solutions. We provide over 27 billion anonymous user profiles from 200 markets globally. OnAudience.com is a part of Cloud Technologies Group, one of the fastest growing tech companies in Europe.



We provide high-quality data in compliance with GDPR

- Legal analyses confirmed compliance of our products with the GDPR [Read more](#)

High quality of our data is confirmed by Nielsen Digital Ad Ratings [Read more](#)

- We process only anonymous data

Contact us: hello@onaudience.com