

Drive Paid Media ROI with Intelligent Audience Syndication

Ensure Every Ad Reaches the Right Audience

Blueshift’s Intelligent Audience Syndication empowers marketers to optimize their paid media marketing with powerful audience targeting, ensuring every ad served is relevant, impactful, and reaches the right audience.

Audience syndication is made easy and accessible with Blueshift, allowing marketers to effortlessly build and export custom audiences to paid media channels such as Facebook, Google, TikTok, and other media partners across display, social, paid search, mobile, video, and OTT.

With the power of a real-time CDP, you can tap into your rich first-party data collected from your websites, apps, and other customer touchpoints to fuel your paid campaigns. Using Blueshift’s powerful segmentation builder you can then easily create precise, auto-updated, ready-to-use audience segments in a matter of minutes. From there, you can easily export these custom audiences to your paid media channels to enhance your paid marketing efforts.

KEY BENEFITS

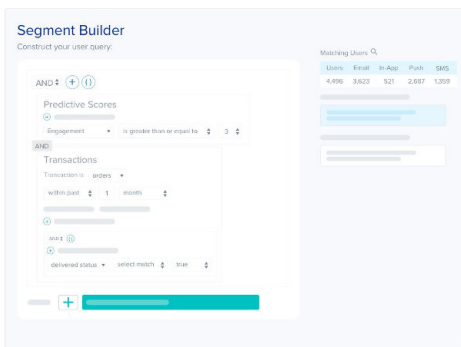
- Maximized ROAS
- Enhanced Ad Targeting
- Decreased CPA
- Streamlined Workflows
- Enriched Prospecting
- Seamless Engagement

KEY FEATURES

- Precise Segmentation
- AI
- Predictive Scores
- First-Party Data
- Real-Time CDP
- Conversion & Attribution Tracking
- Audience Syncing
- Cross-Channel

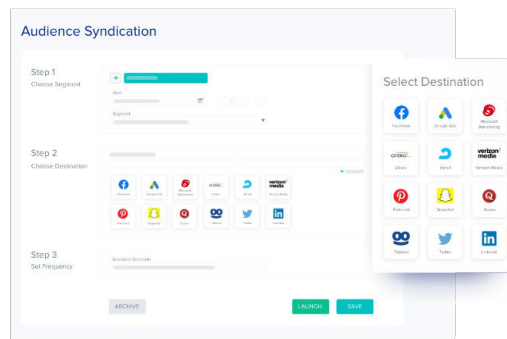
1

Define Audiences



2

Sync Automatically



3

Target Everywhere



Key Benefits



ENHANCE TARGETING AND RELEVANCE

Tap into the rich first-party data collected at every customer touchpoint for a more effective and efficient paid media marketing strategy. Through audience syndication, you can effortlessly reach more precise audience segments, enriched with high-quality data that transcends basic demographics and overcomes challenges posed by third-party cookies.



BOOST ROAS AND REDUCE CPA

Maximize the impact of every marketing dollar through intelligent audience syndication. By targeting audiences based on their unique attributes, behaviors, and preferences, you can engage individuals most likely to convert. This not only maximizes Return on Ad Spend (ROAS) but also minimizes budget wastage on less valuable audiences, and enriches prospecting and retargeting to decrease Customer Acquisition Costs (CAC).



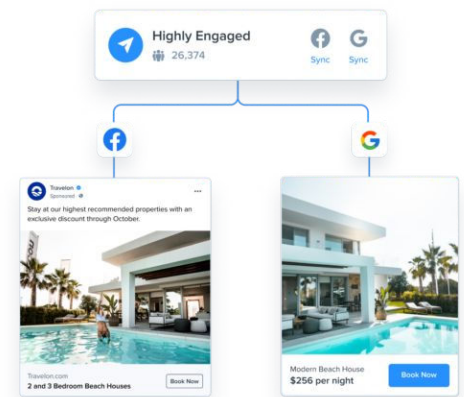
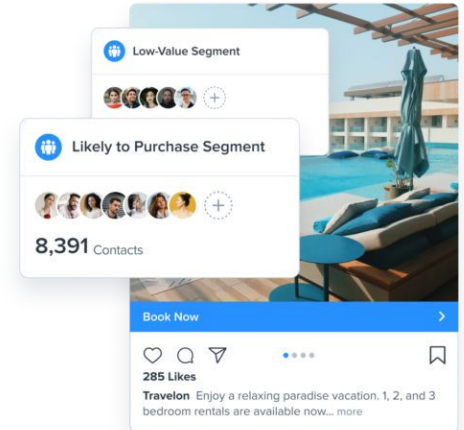
DELIVER SEAMLESS CROSS-CHANNEL ENGAGEMENT

Integrate paid channels with owned channels to broaden your reach and provide a seamless, cohesive customer experience, fostering increased engagement opportunities. This approach bridges potential gaps between channels, ensuring your messages remain coordinated and consistent – empowering you to reach your customers wherever they are.



SAVE VALUABLE TIME AND EFFORT

Efficiently manage paid media audiences with a single robust platform. Automate segment distribution to 25+ destinations, including Facebook, Google, and TikTok. Effortlessly schedule synced segments for automatic updates in the background with no need for extra support with an intuitive, user-friendly segment builder.



Key Use Cases

TARGET HIGH-VALUE CUSTOMERS

Engage high-value audiences to increase ROAS and customer LTV such as targeting users who have made multiple purchases with a high AOV.

RE-TARGET CUSTOMERS

Strategically retarget and win-back customers by targeting audiences of inactive users and reaching them across paid channels, increasing the likelihood of re-engagement.

SMARTER TARGETING WITH AI

Leverage predictive scores to focus your efforts on high-propensity audiences. With predictive intent scores, you can target visitors with the highest probability of purchasing or converting. Alternatively, this same method could be used to suppress visitors that have a low probability of completing a purchase.

SUPPRESS LOW-VALUE AUDIENCES

Exclude specific audiences to refine your targeting strategies such as suppressing existing users from new customer acquisition campaigns, decreasing CAC and CPA..

ENRICH PROSPECTING

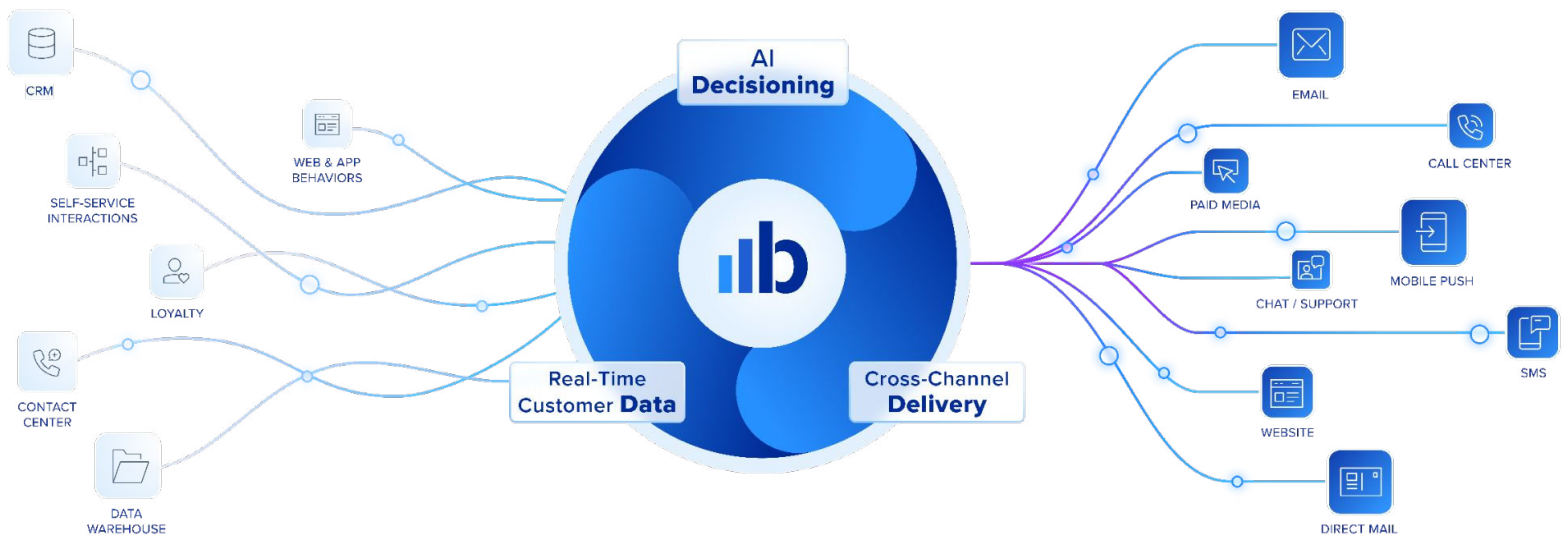
Use lookalike audiences to each net-new lookalike prospects that mirror your best customers to enrich prospecting and discover new high-potential audiences.

About Blueshift

San Francisco-based Blueshift helps brands deliver relevant, connected experiences across every customer interaction. The Blueshift cross-channel marketing platform uses patented AI technology to unify, inform, and activate the fullness of customer data across all channels and applications.

Through unified data, cross-channel orchestration, intelligent decisioning, and unmatched scale, Blueshift gives brands all the tools they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey.

Blueshift has been recognized in the Deloitte Technology Fast 500™ lists in 2020, 2021, and 2022 as one of the fastest growing technology companies in North America.



Learn More

To learn more about how Blueshift can help you connect your data and drive customer-centric campaigns across marketing channels, visit [Blueshift.com](https://blueshift.com) or [schedule a demo](#) today.