

consumr.ai

Transforming **consumer data**  
into **actionable intelligence**



## Target smarter, learn more about your customers

consumr.ai revolutionizes consumer intelligence for brands and advertisers by harnessing real-time data from Google, Meta, Snapchat, Pinterest, and TikTok. It delivers precise, granular insights instantly while prioritizing privacy, ensuring your strategy is future-proof in a cookie less world.

# What does consumr.ai solve for?

## Without consumr.ai

Teams struggle with fragmented data, leading to inefficient decisions and missed opportunities



### Scattered consumer insights

Leveraging both your first-party and third-party data, consumr.ai eliminates guesswork by giving you a holistic picture of your audience, leading to more targeted marketing and boosting sales

Lack of real-time insights results in slower market responses and less effective campaigns



### Real-time, actionable insights

Real-time behavioral insights enable quick decision-making and responsive campaigns, resulting in less intrusive ads and relevant recommendations tailored to your consumer needs

Failing to identify high-value customers results in wasted ad spend and reduced ROI



### Finding your best customers

consumr.ai uses online deterministic behavior data to enable you to target high-value consumers

Identifying audiences across channels is cumbersome and time-consuming



### Multiplatform targeting

Seamlessly applying targeting across all channels streamlines marketing efforts, reduces advertising costs, and boosts campaign efficiency

With the decline of 1:1 targeting, ignoring privacy concerns and failing to personalize campaigns lead to compliance issues and reduce effectiveness



### Privacy and personalization

Balances privacy with personalization, targeting the right customers with relevant ads while respecting user privacy, and achieving better results

Slow market entry and reliance on opaque solutions reduce campaign effectiveness



### Inefficient media spend

Accelerates time to market, streamlines processes, and enhances performance with transparent data

Schedule a demo to see how consumr.ai can transform your brand strategy using your first-party data

