Audiencerate

Marketing Data Platform

Leverage the power of your data

Customer challenges

Data fragmentation

Integration

Consolidation

Insights

Manual processes

Automation

Efficiency

Agility

Compliance complexity

Regulation

Security

Risk

Audiencerate

Marketing Data Platform

Integration

360-view

Personalisation

Tailored

Segmentation

Compliance

My audiences > Camilla Bag — Top 1000 performance by value

Overview   Sources and rules   Settings

Home

Data sources

Audiences

Destinations

Settings

Properties completeness

Email	Firstname	Lastname	Phone number
100%	**31%**	**8%**	**4%**

Main properties

Age
25-30 in 81% of users

Gender
Female in 75% of users

21%

75%

Female (6.036) 75%
Male (8.391) 21%
N/D (295) 2%

City of residence
Milan, Italy in 20% of users

Adv
Facebook in 15% of users

Page viewed
Homepage 80% of the v

Data Mastery in Minutes: No Code, No Hassle

Seamless | Speedy | Powerhouse

Effortless integration

Intuitive Segmentation
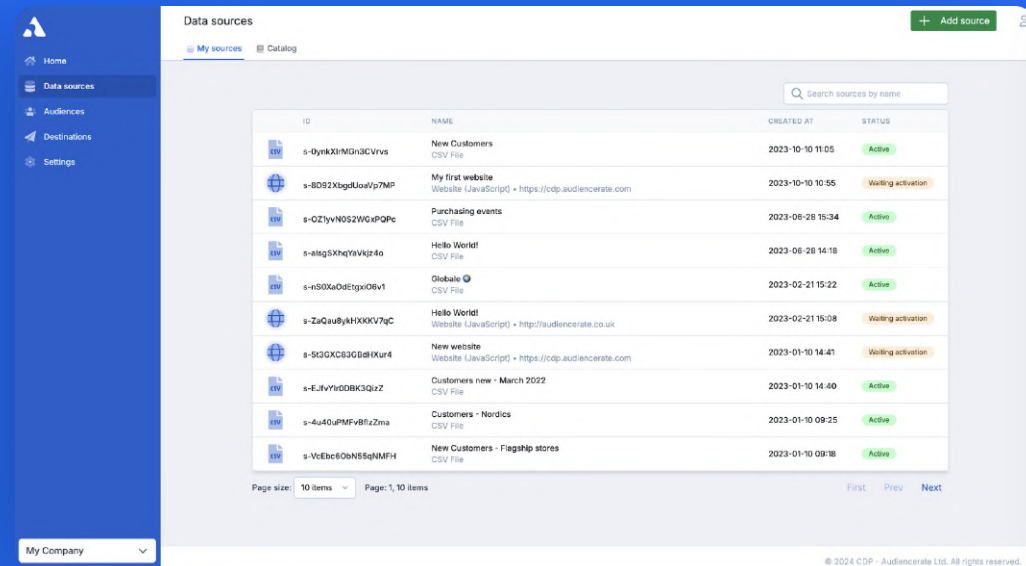
Swift Activation

Click

Connect

Code-free
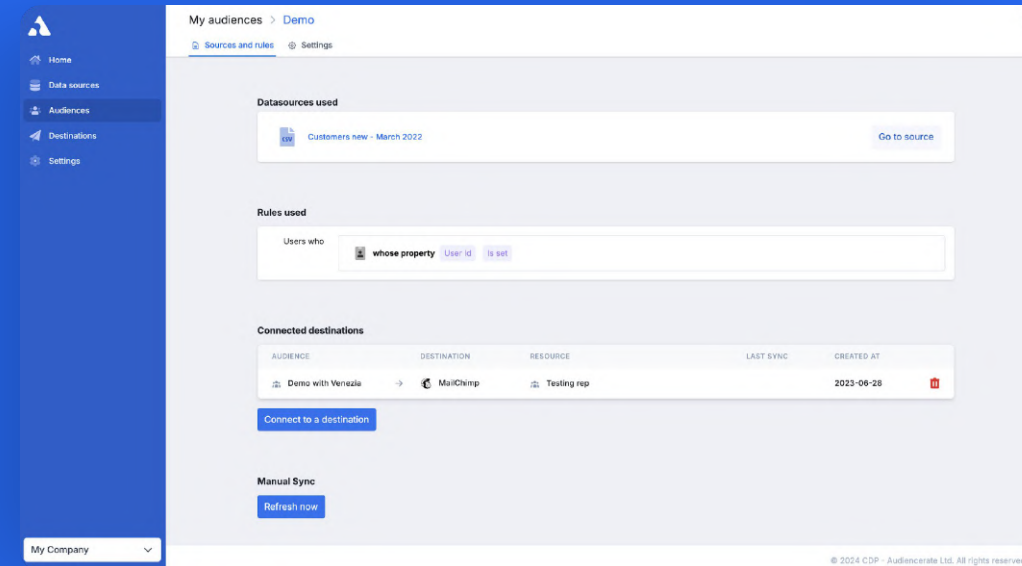
Create

Targeting

Engagement
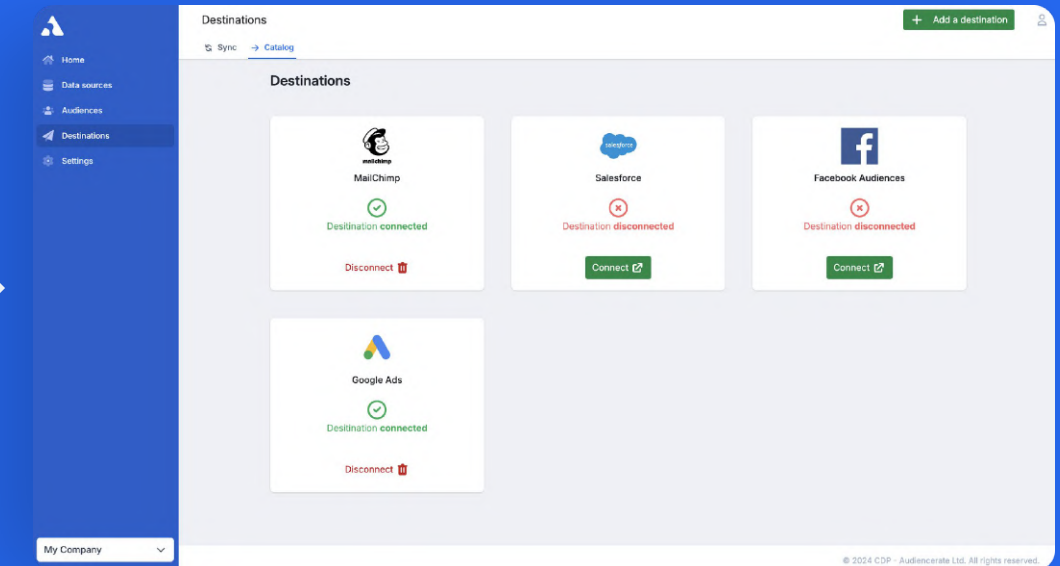
Activate

Channels

Impact

Audiencerate
THE IDENTITY HUB

Full Data Privacy Compliance

At Audiencerate, safeguarding privacy isn't just a policy; it's our core principle. We uphold the strictest data protection and privacy standards, seamlessly aligning with GDPR, CCPA, TCF 2.0, and beyond.

Every piece of data is shielded with state-of-the-art encryption throughout its entire lifecycle, ensuring your information remains impenetrable. Proudly holding the ISO 27001:2022 certification, we not only meet but exceed global benchmarks for information security management.
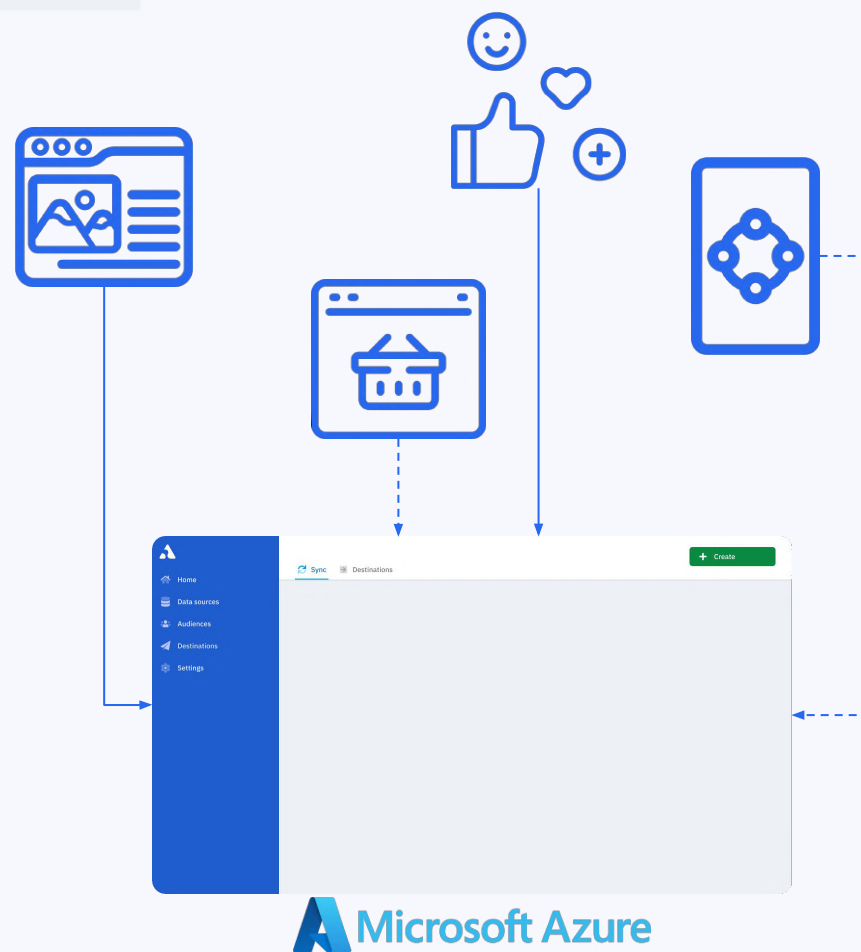
With Audiencerate, your data is not just processed; it's protected with the highest seal of security.

The Emerging Collector: Simplifying Data Integration

Empowering | Simplified | Content-centric

Microsoft Azure

Orchestrate Data

Streamline

Connect

Enrich

User-Friendly Interface
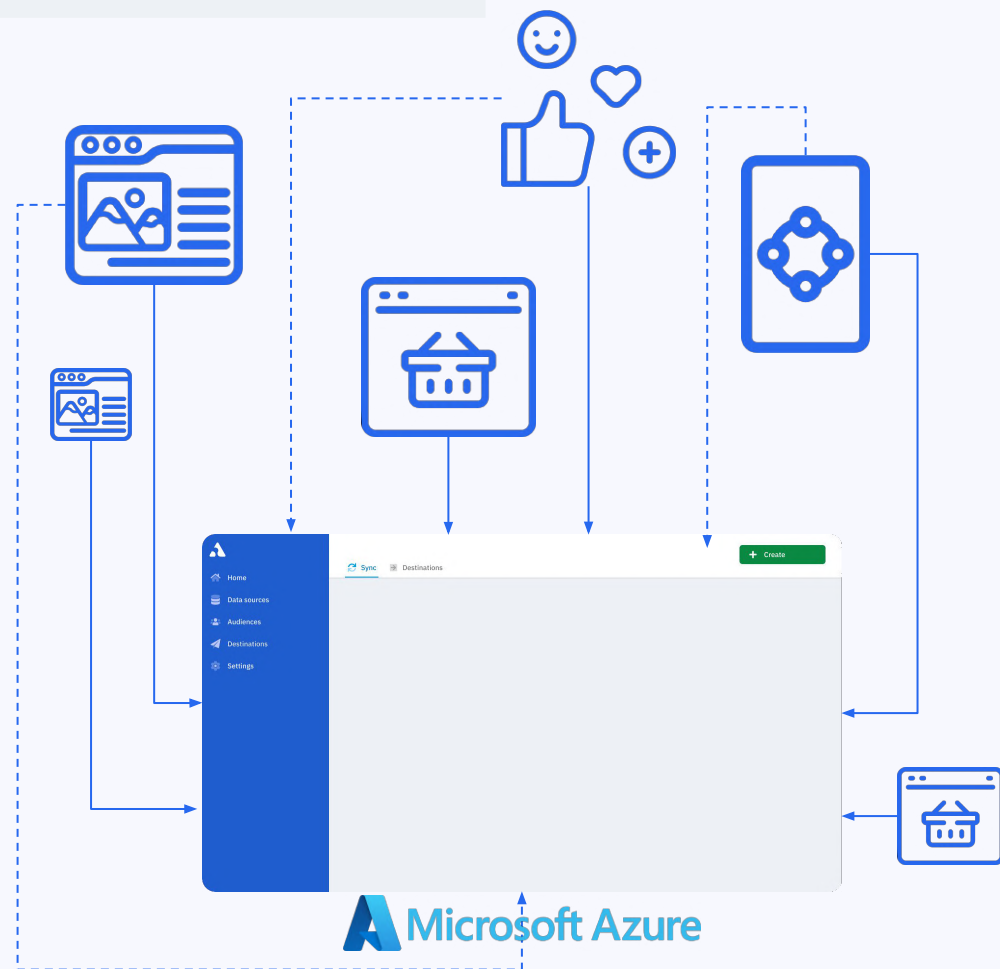

Dashboard

Intuitive

Accessible

Actionable Insights

Insights

Unified

Profiles

Empower your journey with confidence and witness your digital assets become a data-driven powerhouse.

Audiencerate

2

Engagement Builder: Expanding Data Potential

Elevate | Maximise | Seamless

Microsoft Azure

Data Optimization

Streamline

Enhance

Data Integration

Unified Profiles

Aggregate

Unified
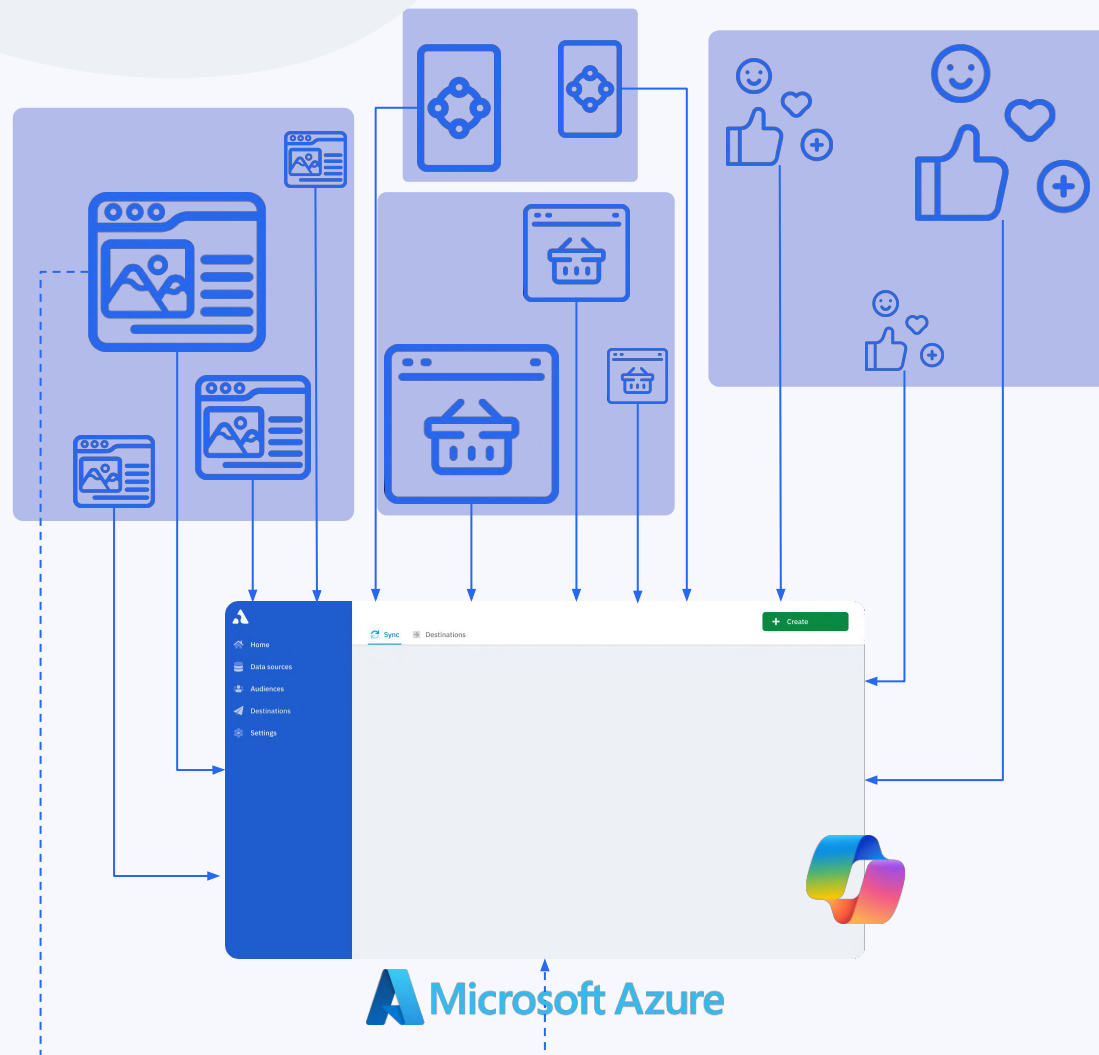
Profiles

Enhanced

Insights

Tailor

Loyalty

Unlock the potential of data with your MP and watch it become your most valuable engagement asset.

Audiencerate

The Serial Activator: Streamlining for Superior ROI

Strategic | Master | Refine

Microsoft Azure

Orchestrate Data

Orchestrate

Unify

Insights

Simplify Processes

Streamline

Effortless

Efficiency

Sharpen Activation

Precise

Activation

ROI

Empower the organization with your MP, where efficiency meets precision for unmatched marketing effectiveness.

Audiencerate

The beginning of the roadmap...

Audiencerate Copilot

Empowering users like never before.

Direct mail campaigns

For improved security, controls and customization.

Push in-app notifications

Unlocking new way to engage with your clients.

Account-based marketing (ABM)

Start your campaign from the customers you know.

Audiencerate

...but doesn't stop here.

Compliant data enrichment

Extensive data integrations

Direct mail campaigns

For improved security, controls and customization.

A/B testing

Headless CMS

Customer journey

Messaging destinations

To deeper understand how you delivery value.

Like Whatsapp, Wechat and Telegram.

Audiencerate

Your marketing assistant - Copilot

Ready to answer all your questions about the platform usage and technicalities, empowering your ability to master data and make marketing campaigns in seconds.
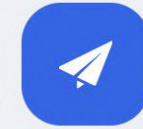
More powerful than ever.

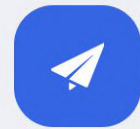I want to know how many unique mails I have.
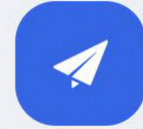
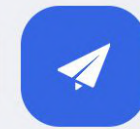Where is the setting to invite someone in this workspace?
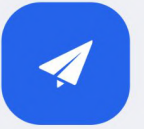
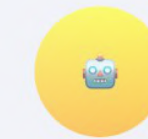Which data I need to make a campaign on Google Ads?
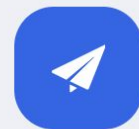
Which data I need to make a campaign on Google Ads?

Where is the setting to invite someone in this workspace?

Marketing Platform Assistant

An assistant for querying your workspace data

Tell me how to create an audience with people that bought at least 1 item in the last 3 weeks.

Audiencerate

The company

Audiencerate excels in MarTech and AdTech solutions, evolving from its initial Data Monetization Platform to today's Marketing Data Platform (MP) that safely manages client data with privacy compliance.

With its London headquarters and R&D in Milan, Audiencerate is a leading Identity Hub for privacy-respecting audience targeting in marketing and advertising, leveraging first-party data and generative AI.