



## AUDIENCEMAKER

Build audiences & access the data your clients need, **on-demand.**

### ACQUIRE + RETAIN = ONE TOOL

AudienceMaker is the intuitive platform that agencies need to access world-class data, build powerful lookalike models and unlock instant insights. No tech experience required.

With AudienceMaker, you can:

- Access Speedeon's demographic database
- Enrich brand first-party data
- Immediately access direct-mail ready lists
- Conduct custom audience analytics
- Create lookalike models on-the-fly
- Map your audiences for geo-level insights
- Dedicated data consultant included

**ALL ACCESS DATA PASS >>** Speedeon is known for delivering best-in-class data. (Don't just take our word for it. Truthset.io consistently scores Speedeon data as one of the leading high-quality data providers.) And now, AudienceMaker gives clients **direct, immediate access** to our marketing database, which includes:

**220M+**  
individuals

**1000+**  
variables

**LIFE**  
event triggers

**INTENT**  
online data

**MOVER**  
audiences

**CUSTOM MODELS >>** No data science team? No problem. AudienceMaker empowers users to build custom models in just a matter of clicks. Want to identify your best prospects for super-charged direct marketing? AudienceMaker delivers all the performance and none of the headaches. Support your client's programs faster than ever.

**PRICING THAT SELLS ITSELF >>** Speedeon's been in the direct marketing space for well over a decade. We understand agencies - their budgets, timelines and resources. That's why we've structured a pay-as-you-grow pricing model. Better yet, drive additional **revenue streams with rebates** as you support your client strategies.

**QUICK START >>** In less than two weeks, you can be up and running with AudienceMaker. Your dedicated data consultant is here for training, ongoing guidance and to execute best practices.

### WINNING CLIENTS STARTS HERE

Are you ready to set yourself apart from your competitors? AudienceMaker could be just the answer. With instant access to data, point and click models, robust profile reports and even geo-level insights, everything you need and nothing you don't is packed inside.

Ready to see the platform in action? Contact **Speedeon** today to book your demo.