



180byTwo offers marketers a wide range of options, with focus on B2B and ABM. Our product offerings also include B2C, Technology, Travel, Entertainment, Manufacturing, LatAm, Automotive, Finance, and various other verticals.

CORE VERTICALS

180byTwo data covers B2B, ABM, Location, Consumer, Technology, Travel, Entertainment, Manufacturing, LatAm, Automotive, Finance, and various other verticals.

SOURCE OF DATA

A)180byTwo data is multi sourced from online/mobile and offline direct response, cooperative, and compiled sources. B)180byTwo data is verified across online and offline sources. C)180byTwo data is comprised of 10,000+ data points across 500+ Million Uniques Globally

DEVICE COVERAGE

Both

REGION AVAILABILITY

U.S, LatAm

KEY HIGHLIGHTS

180byTwo's data is engineered from a broad and extensive network of qualitative offline, online, and location data sources combined with refined data processing and analytics. Every week we process, cleanse, and score more than 80,000 offline Consumer and Professional attributes across 1K+ sources containing more than 240M Consumer (B2C), and 70M Professional (B2B) offline records. In addition, we process more than 10B multi-sourced location signals each day from a global base of opted-in mobile devices, mapping those devices and signals against 20M+ locations. Our audiences are then created from the intersection of the various offline, online and mobile location data sources providing a true 360 degree view of the Consumer at home and the Professional at work.

MODELED DATA

No

CONTACT

query@180bytwo.com

TOP SEGMENTS



DECISION MAKERS

Audience is comprised of individuals who are Decision Makers; \$1.75



TECHNO-GRAPHICS - PAST PURCHASES

\$2.25



IT DECISION MAKERS

Audience is comprised of individuals who are IT Decision Makers; \$1.75



INCOME LEVEL

Households earning certain Income Levels \$0.50



SMALL BUSINESS DECISION MAKERS

Audience is comprised of individuals who are Decision Makers at a Small Business; \$1.75



FUNCTIONAL AREA - C SUITE

Audience is comprised of individuals whose functional area is C-Suite, \$1.75



FUNCTIONAL AREA - FINANCE & ACCOUNTING

Audience is comprised of individuals who are in the Finance and Accounting fields; \$1.75



FUNCTIONAL AREA - TOP MANAGEMENT

Audience is comprised of individuals who hold Top Management positions; \$1.75



AUTO SEGMENTS BY MAKE

\$0.50



PROFESSION SEGMENTS

\$0.50



EMPLOYEE SIZES

\$1.75