



CORE VERTICALS

Shopping, News, and Entertainment

SOURCE OF DATA

Premium publishers in the mobile web and app space

DEVICE COVERAGE

Web and Mobile apps

REGION AVAILABILITY

LatAm, except Brazil

MODELED DATA

No

CONTACT

marketplace@hexagondata.io

Hexagon Data is the first Premium Publisher marketplace in LatAm. We help Publishers and Advertisers reach valuable audiences in the mobile space with serious classification and profile analysis.

KEY HIGHLIGHTS

Hexagon is focused on collecting data from premium publishers and with real context and pre-qualified attributes that will drive increased engagement.

TOP SEGMENTS



POLITICAL NEWS

Participate actively in content related with politics in Mexico. We found data signals in sites related with Political News and specifically related with the elections of this year in Mexico for President.



WOMEN LIFESTYLE

Interested in activities related to Beauty, Fashion and Women's Apparel. Founded on sites that focus on apparel for everyone and fashion trends.



FOOTBALL ENTHUSIASTS [WORLD CUP]

Have a high affinity with soccer and more related with World Cup. Audience can be split by topics if needed. We do have different Publishers that are top sites in sports and have specific content sections related with the World Cup of this year.



MEN LIFESTYLE

Interested in activities related to Sports, Tech and Men's Apparel.



IN-MARKET SEGMENTS: AUTO/REAL ESTATE/ELECTRONICS

High purchase intent in the categories of Auto, Real Estate and Electronics. Data is gathered from ecommerce and ad classifieds.



SEASONALS

Audiences with an affinity to different events throughout the year: Christmas, Back to School, Summer, etc...



INTEREST SEGMENTS: AUTO/REAL ESTATE/ELECTRONICS

Interest in shopping on categories of Auto, Real Estate, Tech, Home and Apparel. Data is gathered from ecommerce and ad classifieds.



HOME AND FAMILY

Affinity with home and family. We look for data signals related with activities and interests related with the life in family: family trips, tips for parenting, home caring, etc.



TRAVEL

Interested in business or pleasure travel. Data is gathered from sites that talk about Life & Style, Traveling and World Cuisine.



MUSIC LOVERS

Users with high affinity to music and related events. Specifically, we look for sites that are specialized in news within the music industry.