

Real AI

UNREAL

Targeting

Introducing **Unruly DNA**
Grow sales with the first
AI-powered psychographic
targeting tool

UNRULY

Don't just reach people.
Move people.

What's Unruly DNA?



Unruly DNA makes insight actionable by mapping sociodemographic and psychographic traits to third party audience segments.

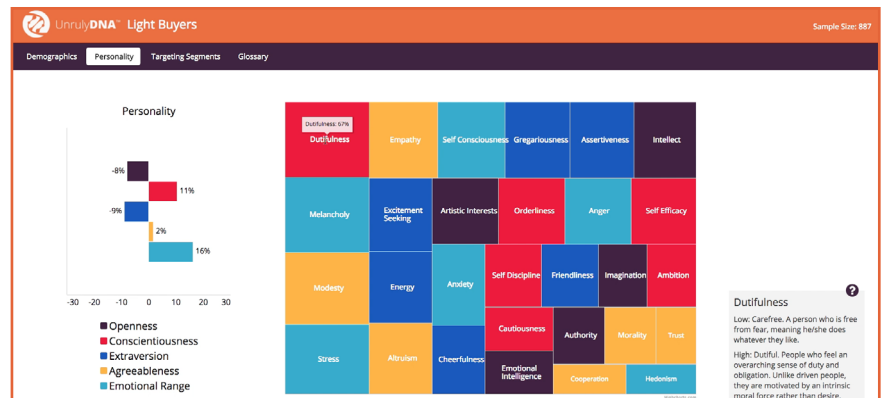
- **Use AI to discover the types of people who are most likely to grow your sales.** Using AI in partnership with IBM Watson, we reveal the psychographic traits of your light buyers.
- **Grow sales from light buyers.** Powerful new research shows the often-missed opportunity of incremental sales growth from light (infrequent) buyers once properly identified and targeted.
- **Use smarter targeting to reach the people most likely to move the needle on sales.** Unruly DNA makes insight actionable by mapping sociodemographic and psychographic traits to third party audience segments, across News titles and on third party premium media.

What's new?

Identify your light buyers by demographic



Uncover their unique personality traits



Engage the people most likely to grow your sales

Targeting Segments | Demographics | Personality | Glossary

Provider	Lotame ID	Segment
BlueKai	30274258	Interest - Arts & Entertainment
BlueKai	30281322	Interest - Hobbies, Games & Toys - Photography
BlueKai	30281248	Interest - Hobbies, Games & Toys - Arts & Crafts
BlueKai	9563805	Demographic - Gender - Female
BlueKai	30280460	Demographic - Validated Demographic - Gender - Max Precision - Female
BlueKai	30280872	Demographic - Validated Demographic - Gender - Max Scale - Female
BlueKai	30275993	Demographic - Age - 50-64 - 50-54
BlueKai	30276118	Demographic - Age - 50-64 - 55-64
BlueKai	9565423	Demographic - Age - 65 & Older
BlueKai	30277482	Demographic - Education - Undergraduate Degree
BlueKai	30280508	Demographic - Financial Attributes - Estimated Household Income - f. \$50,000-\$59,999
BlueKai	30280911	Demographic - Validated Demographic - Income - Max Precision - f. \$50,000-\$59,999
BlueKai	30280953	Demographic - Validated Demographic - Income - Max Scale - f. \$50,000-\$59,999
BlueKai	30280908	Demographic - Validated Demographic - Income - Max Precision - e. \$40,000-\$49,999
BlueKai	30280950	Demographic - Validated Demographic - Income - Max Scale - e. \$40,000-\$49,999
BlueKai	30280051	Demographic - Financial Attributes - Estimated Household Income - d. \$30,000-\$39,999
BlueKai	30280905	Demographic - Validated Demographic - Income - Max Precision - d. \$30,000-\$39,999

So are your light buyers modest altruists or gregarious thrill seekers? Let's find out. Use smarter targeting to reach the people most likely to move the needle on sales. Email hello@unrulygroup.com to get your customised report.