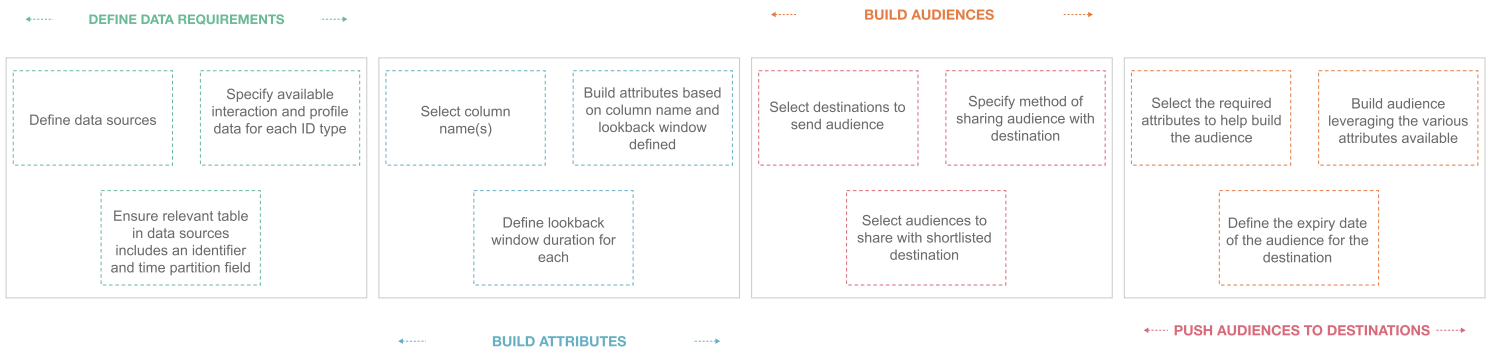


# Syntasa Audiences

Audiences is a feature of the Syntasa platform that brings all aspects of the Adtech stack to the hands of the customer, giving them a holistic view of their MarTech and AdTech ecosystems. An Audience is a cohort of IDs that share traits and behavioral characteristics using a rules-based UI or machine learning models in Syntasa. The Audiences can then be sent to ad providers such as Google and Facebook with cookie syncing, allowing the user to build marketing campaigns on their own, and track analytics to get a complete and accurate picture of their marketing campaigns.

## Problem Statement

The customer is looking for different approaches and tools to analyze their data and building cohorts. They need a Big Data tool that can efficiently analyze massive amounts of data and expertise to help them to understand the data better from a behavioral standpoint.



## Solution

We worked with the customer to demonstrate how analysts and customer personnel using the Syntasa platform can perform the following:

- **Process terabytes of data in timely and cost-efficient manner**
- **Quickly create complex audiences**
- **Analyze the audiences on a dashboard**
- **Review all their datasets to determine which have behavioral fields already and advise how they can update them to make them more powerful from a behavioral perspective**

We demonstrated the working POC to the customer and the wider cohort analysis community.

## Benefits

There were multiple benefits this solution provided that could help the customer provide a more effective toolset to his user base.

- **Cost efficiency – reduced cost of processing the data**
- **Novice user interface – providing the ability for analysts to build their own audiences without the need to write code**
- **Dashboarding – visual understanding of the audiences to help quickly make decisions and further refine the audience**
- **Automation – provide the ability to add new data to the baseline datasets as new data is made available and refresh all the audience datasets automatically**