



Top 5 Differentiators of simple|**AUDIENCE**

strategy|simple

1. Superior Identity Resolution Technology

Our superPIXEL technology unmaskes up to 60% of anonymous website visitors compared to the industry average of 15% match rates.

We've developed a hybrid approach that combines deterministic matching (exact data points) with probabilistic matching, along with our sophisticated IP grading system that intelligently scores shared IP addresses to improve identification precision.





2. Comprehensive Intent Data Collection

At simple|AUDIENCE, we scan over 60 billion behaviors and URLs DAILY for real-time intent signals, processing data through our MASSIVE publisher network rather than relying solely on traditional clickstream and bidstream data like our competitors.

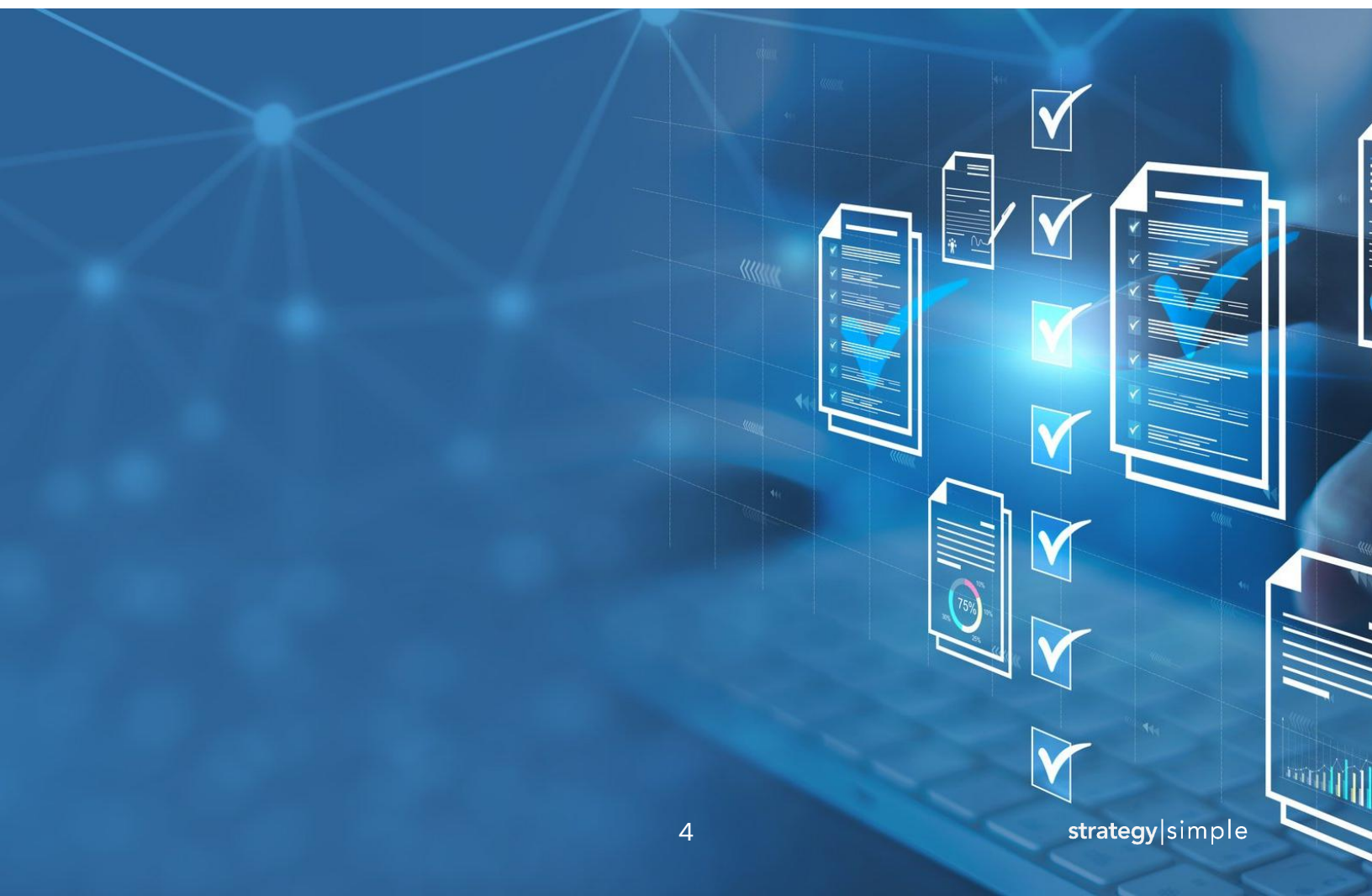
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Just because someone clicks on a link or views an article, does not mean they have intent...

With over 22,000 premade intent categories (15,000+ consumer and 7,000+ business) and our AI-powered keyword intent tracking, we capture intent signals across the entire buying journey at unprecedented scale and specificity.

3. Triple-Layer Verification System

Unlike competitors who often rely on a single data source, we employ a triple-layer verification approach that combines online data collection, offline data (skip tracing), and public data verification. This results in 95% accuracy on our contact data through our online2offline verification process.





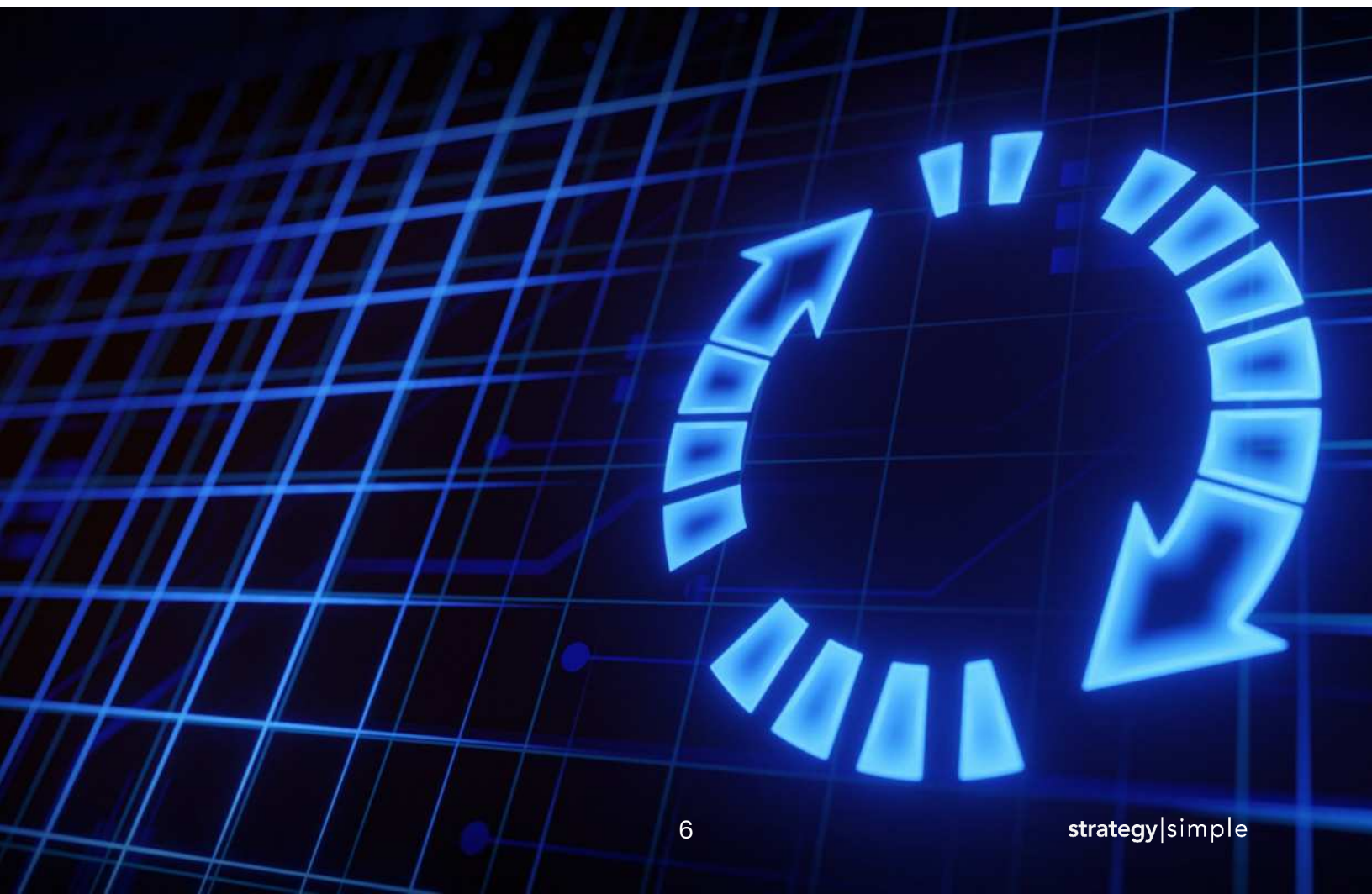
4. Individual-Level vs Account-Level Data

While competitors like ZoomInfo and Apollo focus primarily on account-level data, simple|AUDIENCE provides granular individual-level insights with 1,546 personal attribute filters for precise audience segmentation—more than triple the 496 attributes offered by Data Axle. Our unique B2B2C database capabilities bridge business and individual targeting by connecting company data to specific decision-makers, resulting in significantly higher match rates for your B2B marketing campaigns.

5. Fresh, Dynamic Data Refreshed Daily

We maintain data freshness through daily data refreshing, ensuring our audience segments remain current and effective. This allows you to target individuals based on behaviors within the past 24 hours, addressing the common problem of audience burnout that plagues competing platforms with static data.

These differentiators enable our users to identify and engage prospects at the perfect moment in their buying journey, resulting in demonstrably better campaign performance, as evidenced by our case studies showing 30% open rates, 2-3x ROI on reactivation campaigns, and significant cost reductions in retargeting efforts.



Ready to Transform Your Marketing with Intent Data?

Stop wasting your marketing budget on unqualified prospects. Discover how simple|AUDIENCE can identify and connect you with buyers actively searching for your solutions – even before they reach your website.

Contact Rob Trube and the Strategy Simple team today to schedule a personalized demonstration of our platform's capabilities:

Email: **team@strategysimple.com**
Phone: **313.626.9200**

www.strategysimple.com | www.simpleaudience.io

Transform your lead generation results with the power of intent-based identity resolution. Your competitors are already looking for an edge – don't let them find it first.



About Strategy Simple & simple|AUDIENCE

Strategy Simple is a pioneering data-driven strategic advisory and marketing firm that has revolutionized intent-based lead generation through its flagship platform, simple|AUDIENCE.

Founded by Rob Trube, the company has built one of the most sophisticated audience identification and targeting systems available in the market today. With a database of 280 million US-based consumers and real-time tracking of over 50 billion behaviors weekly, simple|AUDIENCE helps smart marketers capture revenue from prospects actively searching for solutions like theirs.

Our technology doesn't just collect data – it transforms anonymous website visitors into qualified sales opportunities, powers targeted advertising with unmatched precision, and enables sophisticated reactivation campaigns that consistently achieve 30% open rates and 2-3x ROI.

Whether you're looking to unmask anonymous visitors, generate high-quality B2B leads, or create hyper-targeted advertising campaigns, simple|AUDIENCE delivers results that traditional data providers simply cannot match.