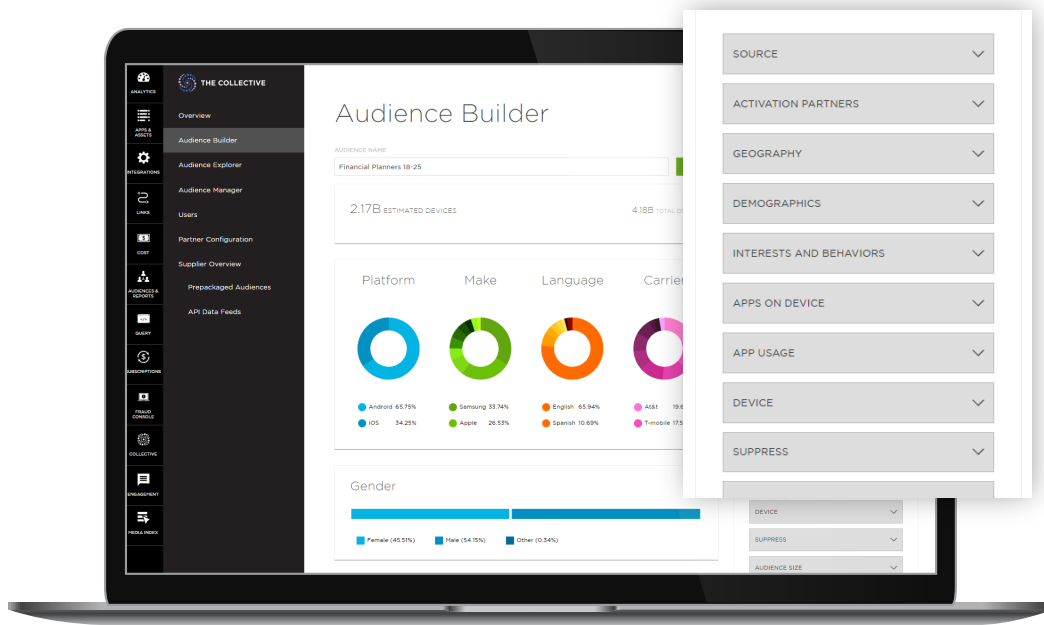


Audience Builder

Segment Custom Audiences for Seamless Activation

The Collective Audience Builder provides self-service access to segment audiences from amongst billions of device profiles. Marketers can tailor segmentation criteria based on rich filters spanning demographics, apps on device, geography, and more.



Target at Scale

4B+
DEVICE PROFILES
(OVER THE LAST YEAR)

2B+
DEVICE PROFILES
(ACTIVE LAST 90 DAYS)

Target Audiences Your Way

APP
AFFINITY

INTERESTS &
BEHAVIORS



COMPETITOR
CONQUESTING

PRECISION
LOCATION

Seamlessly Activate Audience Segments with over 40 Partners, including



Active account/seat credentials are required to link your Collective account with activation partners.

See Simple & Flexible Pricing on Next Page

Schedule a free demo of Audience Builder.

Contact Sales@CollectiveData.io.



Pricing

COLLECTIVE ONLY PLANS	MONTHLY ACCESS FEE	NUMBER OF DEVICES ¹ PREPAID / MONTH	COST PER DEVICE OVER PREPAID	NUMBER OF DEVICE IMPORTS ² PREPAID/MONTH	COST PER DEVICE OVER PREPAIDIMPORTS	EXPORT FEE PER DEVICE ³
Platform User	\$250	2,500,000	\$0.0001	2,500,000	\$0.0001	\$0.001
Clear Label	\$15,000	300,000,000	\$0.0001	300,000,000	\$0.0001	\$0.001

¹Monthly Device Activations = total count of mobile ad IDs (MAIDs) per audience segment created within a calendar month. Once created, an audience segment can be activated multiple times at no additional charge.

²Monthly Device Imports = total count of mobile ad IDs (MAIDs) uploaded into the Audience Builder within a calendar month.

³Raw MAID Export = total count of mobile ad IDs (MAIDs) that are exported to a client's own bucket within a calendar month.

Schedule a free demo of Audience Builder.

Contact Sales@CollectiveData.io.