

Big Data, Deep Insights

With more than 1BN mobile devices and counting, Complementics™ data products connect you to an expansive mobile audience network

Complementics™ is a mobile data company with more than 400M mobile device IDs in the U.S. and 1B globally. A division of meta search engine, Info.com, Complementics also features offline data from more than 100M U.S. households, providing customers with an all-encompassing data source for deep insights.

Geofencing

When you want to know about a specific geographical area in the U.S., we have you covered with vast location insights that can give you data on footfall traffic inside specific retail outlets, the demographic breakdown of hospitals, or the number of your regular customers who attended the Beyoncé concert at Madison Square Garden. Complementics sets up geo locations to track for 30, 60, or 90 days – and up to one year. We deliver data as you need it so you can learn more about who is visiting the area you're studying. Get specifics on demographics, purchase behavior, activities, mobile applications used, and more.

We work with a wide range of businesses on geofencing projects, helping auto dealers understand visitor patterns over time, and studying tourist destinations like hotels and casinos to learn more about their visitors – from what they like to eat or drink when they're visiting, to what type of activities they participate in while they're there.

Complementics Audiences

We know Americans. With 50+ specific demographic categories (and growing) we can track very specific population groups in the U.S. and provide information on which apps each group uses, the websites they visit, where they shop, and what kind of car they drive. We can also work with clients to pull information by group segment on request.

Here are just a few of the top categories we currently focus on:

- ▶ Young mothers
- ▶ Stay-at-home moms
- ▶ Millennials
- ▶ Generation X
- ▶ Generation Y
- ▶ Baby Boomers
- ▶ Working professionals
- ▶ Educated urban professionals

Find out what Complementics can do for your revenue. Contact us today for your FREE evaluation.

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Complementics International Audience

In addition to U.S.-based data, Complementics maintains a robust dataset of global locations, particularly in Western European and APAC countries. We're helping clients understand consumers country by country. Since our datasets are constantly updated, we're able to deliver up-to-the-minute information.

This is particularly helpful for brands that are looking to enter emerging markets. Complementics' data helps marketers build lookalike campaigns or generate user interest and behavioral data needed to gauge interest levels and purchase likelihood. In addition, we help to reduce time and effort for B2B marketers working on lead gen campaigns. Targeted audiences mean better and more accurate reach for each campaign. We also provide data on which carriers are most used, along with devices and apps that are most popular, country by country, to enhance campaign accuracy.

Complementics Offline

In addition to millions of mobile IDs, Complementics also has data on 110M U.S. households and 246M email addresses. This data includes demographic basics along with specific details on make, model, or year of vehicle, loyalty data, transaction history, and lifestyle choices.

Pulling it All Together

Complementics' sister company, eContext, maintains the world's largest semantic text classification engine. With this deep general taxonomy, eContext can process Complementics online and offline data in real time to deliver rich insights on what the data means.

The result for clients is data that's normalized, and enriched, with pre-packaged declared segments. Our data is tailored to your requests and ready for use inside many DMPs, and DSPs – or whichever media channel you choose. It's up to you.



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