



ID-FREE CUSTOM AUDIENCE WORKS ACROSS ALL MARKETING PLATFORMS

THEU

T R A N S P A R E N T

Build from official governmental census data on neighborhood level. 100% GDPR compliant with no private information and **no online ID is needed – just neighborhoods.**

H O L I S T I C

One custom audience that **works across all marketing channels** - incl. display, video, Facebook, Instagram, outdoor and addressable TV.

E V E R Y O N E

Neighborhood based targeting is not dependent on tracking 3rd party cookies. It works on all platforms, **including IOS/Safari and Firefox.**

U N I Q U E

THEU produces a unique custom audience only for you. You can use your anonymous 1st party data and our self-service platform. Or you can use our audience builder.

WHY NEIGHBORHOODS?

- NEIGHBORHOODS WORKS ACROSS ALL PLATFORMS
- NEIGHBORHOODS ARE ANONYMOUS
- NEIGHBORHOODS REFLECT CLEAR CONSUMPTION PATTERNS



READ MORE IN OUR FREE PAPER: [WHY NEIGHBORHOODS MATTERS](#)

1ST PARTY DATA DRIVEN THEU

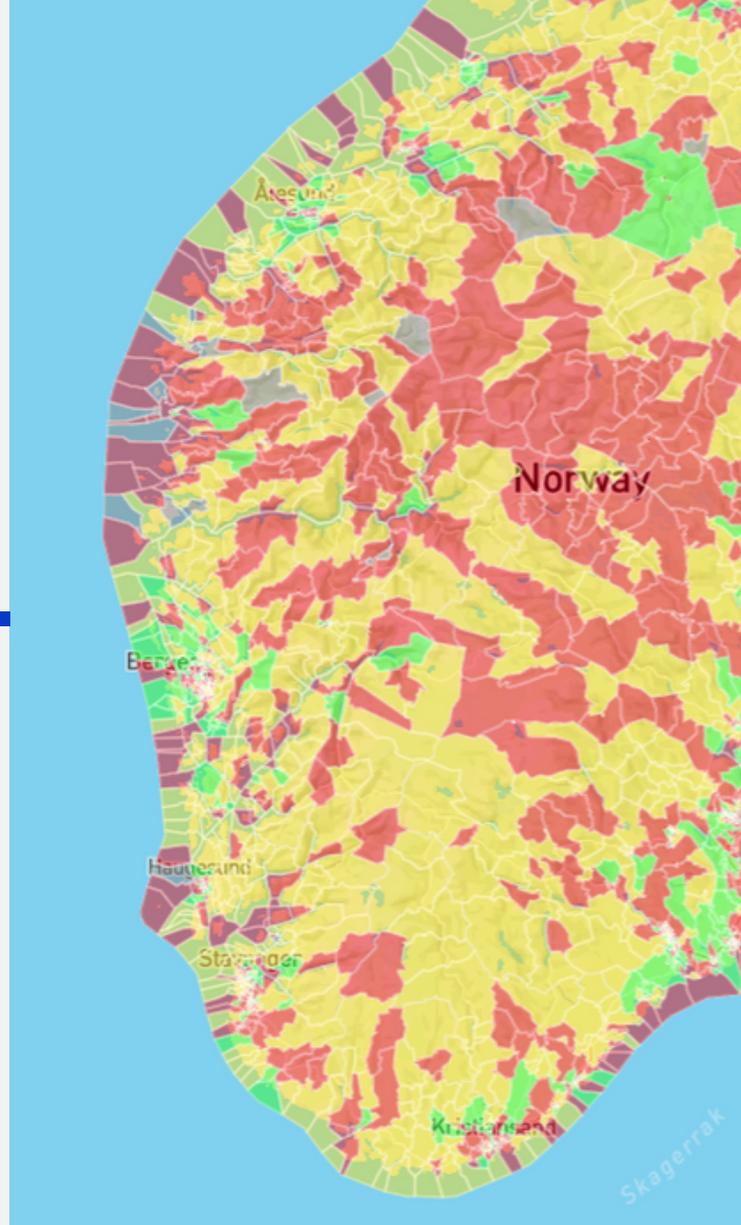
FREE BES TOOL

Use our free BES tool to upload customer zip codes or Adform tracking IDs.

Please go to www.bestool.io to see how and test for yourself.

The service instantly creates a **heatmap** for your country, showing in what neighborhoods your most valuable potential customers are located.

The national heatmap is based on Branding Efficiency Score (BES). It classifies neighborhoods into Mosaic consumer classifications and identifies the neighborhoods with **highest potential**.



WHY

Using the geographical neighborhood codes from THEU allows you to:

- Use one unique custom audience across multiple marketing platforms
- Target anonymous neighborhoods, not individuals
- Target on all devices including IOS/Safari users and in Social Media like Facebook and Instagram

HOW

Using the BES-tool with THEU is very easy:

- Upload your data
- Fill out the **Insertion Order** (IO)
- Email Insertion Order and report URL from the BES-tool to your NDR contact
- Receive a excel file with you neighborhoods/zip/LL codes
- Use the neighborhoods/zip/LL codes as geographical targeting on your line-item