

AIM DATA AUDIENCE INTELLIGENCE MARKETING

AIM Data is a fully integrated audience intelligence and campaign activation platform. It ingests billions of daily signals from 350+ sources to identify your ideal customers, build precision audiences, and push them directly into your advertising platforms — replacing broad demographic guesswork with verified, in-market buyer data. Every audience refreshes continuously so your campaigns always reach the people most likely to convert.



IN-MARKET BUYER TARGETING

Identify consumers actively seeking your product or service using real-time intent signals — before they find your competitors.



IDEAL CUSTOMER PROFILES

AI builds detailed ICPs from your existing customers, then finds thousands of lookalike prospects who match the same profile.



SITE VISITOR RETARGETING

Resolve anonymous website visitors and re-engage them with targeted ads across every channel until they convert.



GEOGRAPHIC TARGETING

Reach buyers in defined regions, near specific venues, or within custom travel corridors using real-time proximity filtering.



COMPETITIVE CONQUESTING

Identify consumers researching your competitors and deliver targeted offers to win them over before they commit.



MATCHBACK CAMPAIGN ATTRIBUTION

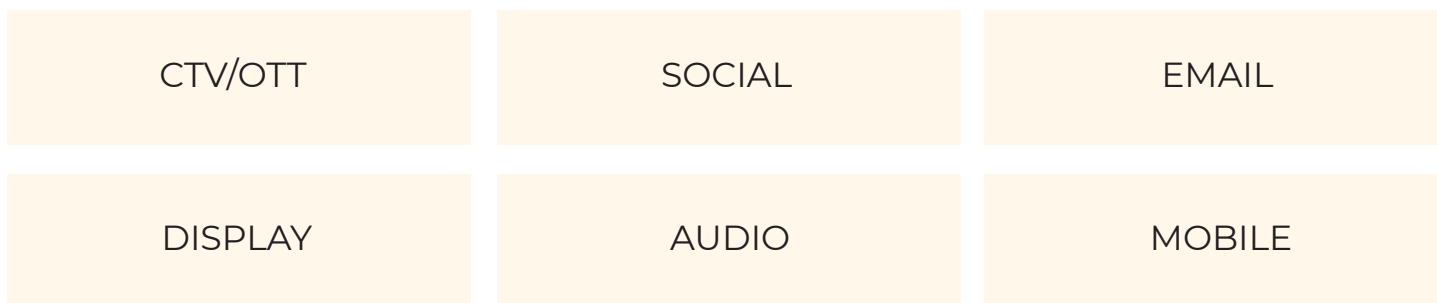
Matchback reporting ties every customer action back to the specific ad that drove it — proving ROI across every channel.

Start Reaching the Right Clients. Stop Paying for the Wrong Ones.

THE AIM CUSTOMER JOURNEY



ACTIVATION CHANNELS



INCLUDED IN EVERY PLAN

- In-market Buyer Identification
- Lookalike Audience Modeling
- Site Visitor Resolution
- Weekly Audience Refresh
- Multi-Platform Activation
- Matchback Attribution Reporting
- Global Audience Suppression
- Dedicated Onboarding Support

