Create an AUDIENCE SEED
For example website visitors

Audience Analysis
exaudi will detect the characteristics of your Audience

Audience Builder
In exaudi you can apply three methods for building an Audience

AUDIENCE DISCOVERY
Rule-based Audience

LOOK-ALIKE
AI-Twin Audience

AUDIENCE EXTENSION
Audience extended using the Global Audience of NESSIE

Audience Activation
The new Audience can be activated on all Digital Adv Channels