



# Eye On

# Schober Audiences



**eyeota**  
A Dun & Bradstreet Company

**Schober**

**Schober** is an innovative data and information management company that combines **online and offline data** from numerous internal and external sources. **Schober** segments, based on consumer behavior and socio-demographics, include:

- **160+ B2C desktop audiences** based on more than 36 million online consumer profiles
- **50+ B2B desktop audiences** based on more than 4.6 million company profiles
- **60+ Mobile audiences** based on more than 76 million unique mobile IDs



# Eye On | Schober MAIDs Audiences

## Connect with Holidaymakers

- Schober - Mobile IDs - Sociodemographic - Active holidaymakers
- Schober - Mobile IDs - Sociodemographic - City travellers
- Schober - Mobile IDs - Sociodemographic - Cruise participants
- Schober - Mobile IDs - Sociodemographic - Long-distance travellers
- Schober - Mobile IDs - Sociodemographic - Wellness travellers

## Connect with Retail Shoppers

- Schober - Mobile IDs - Intent - Bargain hunters
- Schober - Mobile IDs - Intent - Exclusive fashion
- Schober - Mobile IDs - Intent - Furniture buyers
- Schober - Mobile IDs - Intent - Heavy online shoppers
- Schober - Mobile IDs - Intent - Mall-visitors

## Connect with Lifestyle Types

- Schober - Mobile IDs - Sociodemographic - Brand-conscious consumers
- Schober - Mobile IDs - Sociodemographic - Family and leisure activities
- Schober - Mobile IDs - Sociodemographic - Fitness enthusiasts
- Schober - Mobile IDs - Sociodemographic - Outdoor enthusiasts
- Schober - Mobile IDs - Sociodemographic - Partygoers



Download Schober's complete list of attitudes, personas, and profiles to reach your target audience.

[DOWNLOAD NOW](#)

# Eye On | Schober MAIDs Audiences

## Connect with Audiences according to Interests

- Schober - Mobile IDs - Sociodemographic - Culture enthusiasts
- Schober - Mobile IDs - Interest - Do-It-Yourself
- Schober - Mobile IDs - Sociodemographic - Football fans
- Schober - Mobile IDs - Interest - Motorists
- Schober - Mobile IDs - Sociodemographic - Music enthusiasts

## Connect with Sociodemographic Audiences

- Schober - Mobile IDs - Sociodemographic - Garden owners
- Schober - Mobile IDs - Sociodemographic - Parents of children and infants
- Schober - Mobile IDs - Sociodemographic - Pet owners
- Schober - Mobile IDs - Sociodemographic - Technology enthusiasts
- Schober - Mobile IDs - Sociodemographic - Wealthy consumers

## Connect with B2B Executives

- Schober - Mobile IDs - B2B - Executives - Doctors / healthcare / social work
- Schober - Mobile IDs - B2B - Executives - Electronics / electrical engineering
- Schober - Mobile IDs - B2B - Executives - Legal advice / business consultancy
- Schober - Mobile IDs - B2B - Executives - Management companies
- Schober - Mobile IDs - B2B - Executives - Service companies



Download Schober's complete list of attitudes, personas, and profiles to reach your target audience.

[DOWNLOAD NOW](#)



# Activate **Schober** Audiences for Your Campaign!

Schober Audiences are available through Eyeota's Partner Network of leading DSPs, DMPs and social platforms for programmatic and social campaign activation.

## audience**disc**covery tool

Discover your relevant audiences in seconds.

[SIGN UP NOW](#)

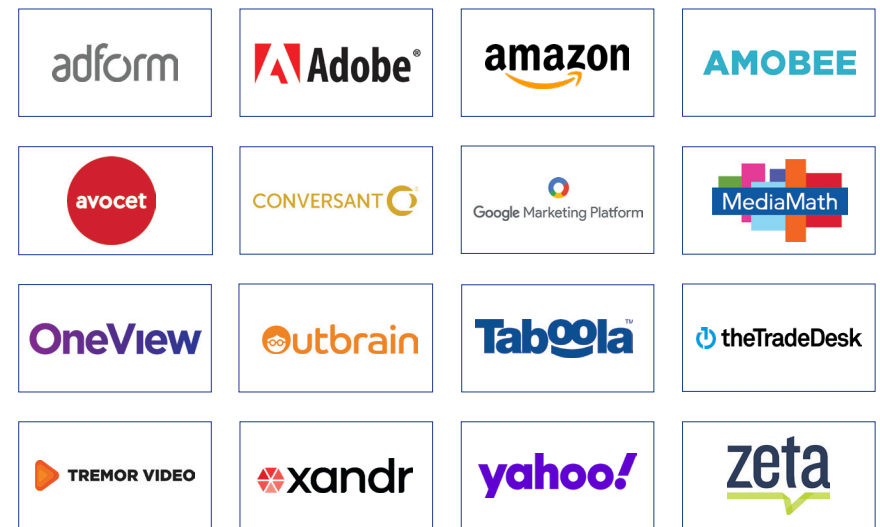


Connect with our Audience Specialists for support.

[CONTACT NOW](#)



### Demand Side Platforms



### Data Management Platforms

(available on request)



### Social Networking Platforms

(available on request)



**Commitment to Data Quality**  
Eyeota audiences are independently audited to provide confidence and reassurance to marketers of the quality, transparency and compliance of the data they are buying.