AUDIENCES+

BUYER'S GUIDE

# Choosing An Audience Activation Platform

**A practical guide for marketing, data and technology teams**

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START HERE

## Start With A Campaign You Want To Improve

Before choosing an audience activation platform, start with a campaign you want to improve. Perhaps you want to stop advertising to customers who have already bought, reconnect with people who have lapsed, or use your most valuable customers to inform acquisition.

Then ask each supplier to show how that use case would work with your data, your infrastructure and your media partners. That gives marketing, data, technology and procurement teams a shared basis for assessing the answers.

**These ten questions will help you move from a product demonstration to a buying decision you can support with evidence.**

THE TEN QUESTIONS

## Ten Questions To Ask Every Supplier

### 01 Which business problem will we solve first?

Choose a specific outcome and establish the current baseline. For a suppression use case, that might mean understanding how existing customers are excluded today, how quickly exclusions update and how you will assess the effect on media efficiency. A supplier should be able to explain the proposed audience, required inputs and measurement approach.

**ASK FOR a worked use case with a baseline, success measure and named owner.**

### 02 How will the platform fit our existing stack?

Ask how the application will work alongside your warehouse, CRM, CDP, analytics tools and agency processes. Identify which capabilities you already have and where activation support is needed. A connector list is a starting point. You also need to understand the configuration, engineering and maintenance each connection requires.

**ASK FOR an architecture diagram showing the components, dependencies and customer tasks.**

THE TEN QUESTIONS

# Data, Governance And Day-To-Day Use

## 03 What data or signals leave our environment?

Trace one audience from its source tables to an advertising destination. Establish what is read, processed, stored or transmitted at each step, including identifiers, audience membership and outputs. Broad claims about keeping data in your cloud need a practical explanation of the full workflow and the responsibilities of each party.

**ASK FOR a data-flow diagram that identifies every destination and any retained copies.**

## 04 How will access and governance work in practice?

Marketing, data teams, agencies and administrators may need different levels of access. Establish who can view attributes, build audiences, approve activity and connect destinations. Also check how the workflow responds when a permission changes or a customer becomes ineligible. Your reviewers need to understand the controls and the evidence available to inspect them.

**ASK FOR a demonstration of access restrictions, change records and an audience removal workflow.**

## 05 What can marketers manage independently?

Use the evaluation to test everyday work. Can a marketer create an audience from approved attributes, check its logic and update it for the next campaign? Where is support from a data team or supplier required? Assess the operating model as well as the interface, including agency access, training and exception handling.

**ASK a prospective user to complete a representative task during the demonstration.**

## 06 Can we activate through the partners we need?

Start with your priority media destinations and identity partners. Confirm which workflows are supported today, how connections operate and what restrictions apply. Distinguish a working integration from one on the roadmap. Look at what happens if you add a destination or change an identity provider later.

**ASK FOR a destination-by-destination view of availability, dependencies, limits and additional charges.**

THE TEN QUESTIONS

# Speed, Launch, Cost And Proof Of Value

## 07 How current will our activated audiences be?

The important interval runs from a change in source data to its effect in a live campaign. Ask about each stage, including source updates, audience processing, destination matching and advertising-platform updates. Test additions and removals separately. A customer who has purchased or changed permissions may need to leave an audience promptly.

**ASK FOR a timed walkthrough of one addition and one removal, including destination delays.**

## 08 What must happen before our first campaign goes live?

An implementation estimate should show the work your organisation must complete. This may include data access, audience definitions, destination accounts, internal reviews and testing. Agree who owns each task and what could delay launch. Define success beyond installing the application: the first audience should be usable and its campaign ready to measure.

**ASK FOR a launch plan with prerequisites, responsibilities and acceptance criteria.**

## 09 What will the full cost be as we scale?

Compare the total cost of operating your priority use case. Include the licence, cloud usage, implementation, support, internal effort and any identity or destination charges. Then model growth. Understand what changes when more teams, audiences, records or destinations use the platform, and which services are included in the agreement.

**ASK FOR an itemised estimate for both your initial use case and a larger deployment.**

## 10 How will we prove value and keep improving?

Customer results are most useful when you understand their context: the audience, channel, baseline, period and measurement method. Agree how customer success will support adoption, review outcomes and develop the next use case after launch.

**ASK FOR a relevant customer example and a proposed measurement and review plan.**

## Make The Answers Comparable

Use the same use case and questions with every supplier. Record the answer, supporting evidence, outstanding questions and the colleague responsible for reviewing it. Agree which requirements are essential before you score the options.

OUR APPROACH

# How AUDIENCES Answers These Questions

We encourage buyers to ask these questions of us, too. Here is how our approach addresses the requirements behind them, with the detail of each deployment worked through alongside your marketing, data and technology teams.

### Deployment In Your Existing Cloud

AUDIENCES runs within your existing cloud infrastructure, without creating a separate customer database. It complements the data and marketing technology you already use. During evaluation, we work through the deployment requirements and the flow of audience signals to your chosen destinations.

### Governance And Control

Your organisation remains the data controller. Administrators govern application access and the data and attributes available to users. We can demonstrate those controls against your requirements so your reviewers can assess how the application fits your governance model.

### Independence For Marketing Teams

Our self-service Audience Builder lets marketers combine approved attributes and conditions without writing SQL for each campaign. Data and technology teams establish access and governance, while marketers manage audience creation within those boundaries.

### Connections Across Your Media Ecosystem

AUDIENCES supports activation across channels including social, programmatic, CTV and digital out-of-home. We confirm the connectors, identity dependencies and destination requirements relevant to your use case, including how source refreshes and destination processing affect when audience changes take effect.

### A Flat Fee With Clear Costs

Our licence model uses a flat fee rather than charging by the volume of customer data held. When assessing total cost, we also work through the deployment scope and any applicable cloud, identity or destination costs, so you can compare the full operating picture.

### Delivery And Ongoing Value

Our Customer Success team helps customers prioritise use cases and improve activation over time. We work with you to define launch responsibilities and measures of success. Relevant customer examples support the evaluation; your own data readiness, channels and testing approach determine the plan for your business.

IN CLOSING

# From A Polished Demo To A Decision You Can Defend

A polished demonstration can open a conversation. A clear view of how the platform will work, what it will require and how you will measure it gives your organisation a stronger basis for investment.

**At AUDIENCES, we welcome these questions. Bring us a priority use case and your requirements so we can work through the architecture, activation workflow and measures of success with the relevant teams.**

## Bring Us A Priority Use Case

We'll work through it with your marketing, data and technology teams.

Book a Demo

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Scan to book a demo