eyeota Success Story

A Dun & Bradstreet Company

Eyeota enhances reach and targeting precision for leading Australian market research brand

Eyeota Onboarding achieves a **87% match rate** to deliver RDA Research addressable audiences for digital targeting of programmatic display, mobile and social channels.

RDA RESEARCH

The Client

RDA Research is a data company that provides actionable consumer intelligence to help businesses inform decision making and growth strategies.

The Challenge

RDA Research wanted to make its unique consumer data available for addressable digital targeting and required a data onboarding partner to help **activate their data in an online environment**.

The Solution

RDA Research chose Eyeota to onboard and activate its data as digital audiences. Eyeota's solution works by transforming data into cohorts or clusters of consumers with similar characteristics and leverages its proprietary geo-based matching technology to activate these cohorts as addressable audiences for digital marketing and advertising.

1. RDA uses its proprietary process to project government microdata and market research data to Australia's 55,000 SA1-level geographic areas. RDA's process creates **highly accurate offline audience data** based on aggregation into **consumer cohorts with similar values**. Eyeota worked with RDA to develop an optimal method for converting its offline data into addressable digital audience segments.

2. The audience cohorts are onboarded and matched to Eyeota's qualified pool of online identifiers using a **SA1 geo-based matching key**, achieving a **87% match rate**.

3. Eyeota successfully activates RDA's offline data as **addressable audiences** to reach digital consumers with precision and accuracy on programmatic **display, mobile and social channels**.

The Results

More than 87% of the RDA Research offline IDs are brought to life in the digital world by Eyeota. Brands and advertisers can **reach and target 87% of their desired audiences identified offline through digital channels** using RDA Research addressable audiences.

87% Accuracy & Scale

Eyeota Onboarding enables a consumer-friendly way to harness data that protects individuals' privacy by default. RDA Research continues to leverage Eyeota's privacy-safe onboarding technology to activate its:

- geoTribes
- geoSmart

- Consumer Profiles
- Household Demand & Economics

- Motor Vehicles
- Donor Segments

"Working with Eyeota has allowed us to seamlessly activate our real-world data with precision and at scale using their proprietary onboarding solution."

- Robert Dommett, Technical Director, RDA Research

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