



# Harness the Power of Transactional Data

## Challenge

**Creating high quality digital prospects based on their buying behaviour**

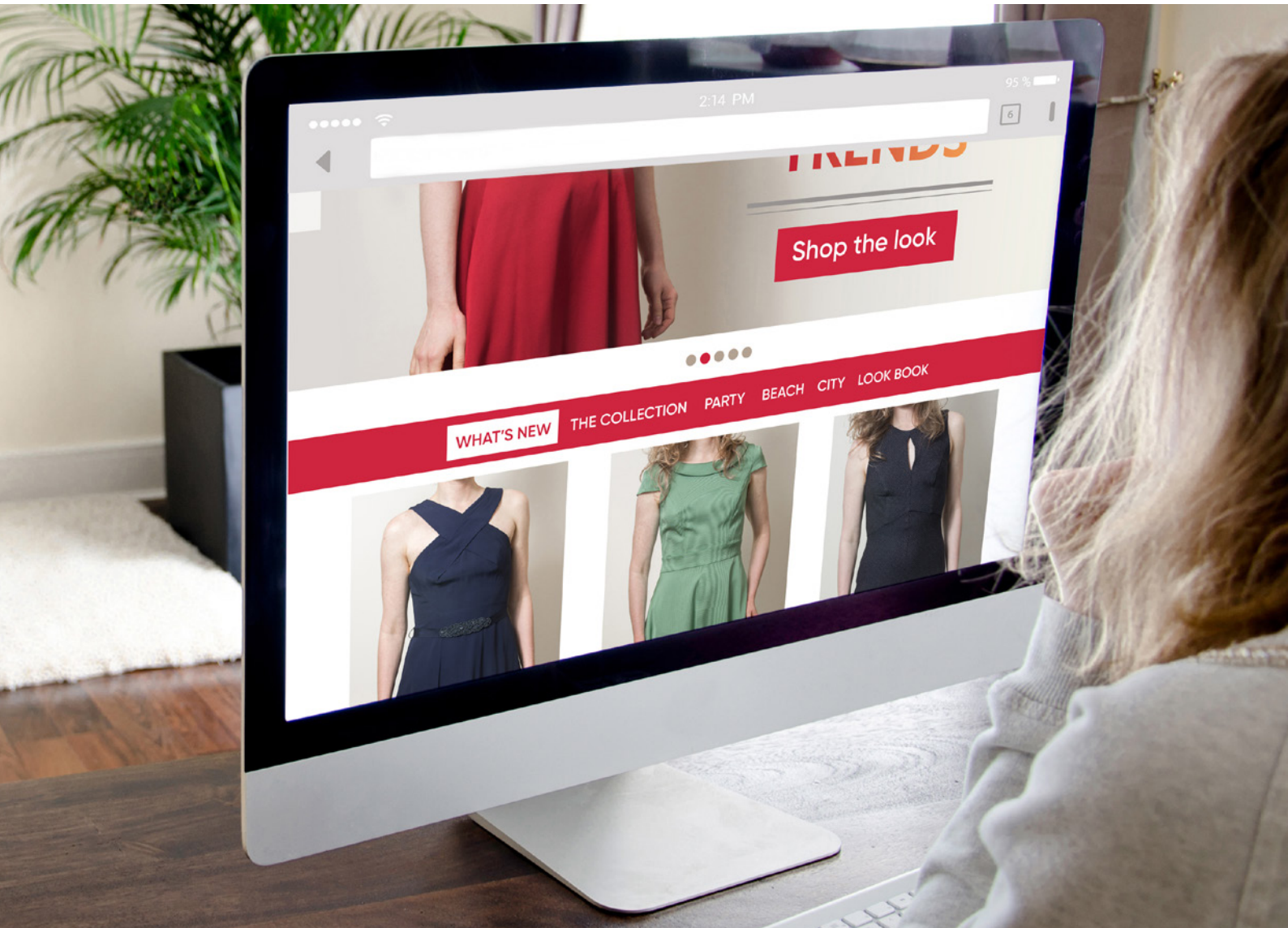
**Building very targeted digital audiences for your specific products**

**Testing audiences and messages to measure and deliver the best results**

T2D is built using the browsing and transactional data from over 70 mail order brands of clothing and home wear goods. These 'in market' individuals are proven multi-buyers of established retail brands providing you with a unique opportunity to target responsive audiences. With over 11m individuals creating over 20m impressions daily, T2D provides the perfect audience platform for your digital inventory.

## What can I select by?

- Income - Low, Mid & High
- Browsing preference - Morning, Day and Evening
- Product categories - Sports, Travel, Homewear, Beauty, Fashion
- Known purchasers
- Bargain seekers
- Families
- Silver Surfers



- ▶ Test individual groups or combine to create the audience that is right for you.

**Not quite what you're looking for?**

Give our expert team a call and we can build you a bespoke audience using our detailed taxonomy for your exact requirements.

**Audience Platform**

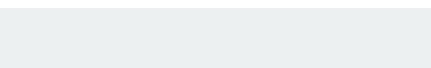
T2D is a private taxonomy only available through DBS Data and delivered through Oracle. We can make your audience available through any DSP of your choice.

**Want to know more?**

To create your perfect digital audience then call our expert team today.



We can make your audience available through any DSP of your choice



Powered by



**About DBS Data**

We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.



To create your perfect digital audience call the team on 01245 397 570 or email [thesalesteam@dbpdata.co.uk](mailto:thesalesteam@dbpdata.co.uk)

