

## emPower audience data segments now available in Middle East, North Africa

Effective Measure has partnered with Google to launch the new data solution, emPower, in the Middle East and North Africa (MENA) through Google's demand-side-platform (DSP), DoubleClick Bid Manager (DBM). This partnership will allow advertisers, agencies and trading desks to target specific audiences accurately, when purchasing audience data segment inventory through DoubleClick's DBM.



After a successful testing period, in partnership with DoubleClick and Vivaki AOD earlier in 2015, Effective Measure introduced a data-opt-in model to the market. This model was developed in consultation with the industry to ensure publishers had flexibility over their participation in the programme. Segments are only released with the support of publishers and, when opted in to the programme, they will share in all revenue generated via emPower.

It is a data co-op representing data from opt-in publishers and enriched with declared (survey based) and behavioural (online browsing) data created by Effective Measure. At launch, behavioural segments including automotive, real estate, sports, style & fashion, travel and health & fitness will be available. Demographic segments include age, gender, income level and occupation. Further demographic segments such as nationality, parents and education will be launched later this year.

Google's DoubleClick Bid Manager is exchange agnostic, meaning that in addition to Google's ad exchange (DoubleClick Ad Exchange), it is integrated into over 50 exchanges including AppNexus, Facebook exchange, Rubicon, Pubmatic, Yahoo!, AOL and Adapt tv. Agencies and brands across the world will be able to buy audiences from some of the world's leading exchanges.

emPower data integrations will also be available on the supply side of the market, with publishers and marketplaces having an opportunity to utilise emPower to enrich their own proprietary sources of data. For more information, go to [www.effectivemeasure.com/empower](http://www.effectivemeasure.com/empower).