

Cross Pixel Launches Custom Mobile Audiences

Leading provider of high performance intent data expands custom audience capabilities to mobile advertising.

New York, NY ([PRWEB](#)) January 27, 2016 -- Cross Pixel Media, the leading provider of high-value audience information for programmatic advertising, announced today the launch of mobile only custom audiences.

Our custom audiences outperform standard segments by as much as 300% because of the granularity of our targeting. Using search keyword retargeting or behavioral scoring, we create unique mobile audiences for any advertiser that go live within two to three days.

Cross Pixel is the first company to offer custom built mobile audiences in real time. Our custom audiences are created from millions of consumer shopping intent signal in almost every category including jewelry, new cars, vacation seekers, book buyers and many more. We also offer B2B, local, and regional audiences, as well as audiences based on specific keyword searches.

“Cross Pixel is thrilled to be the first audience provider to offer custom audiences for mobile advertising. Advertisers now have the ability to target mobile audiences with precision and improve the performance of their mobile marketing efforts,” said Alan Pearlstein, CEO and founder of Cross Pixel. “All of our custom mobile audiences can be accessed across the programmatic ecosystem including, The Trade Desk, MediaMath, DataXu, Google and over 20 DSP partners.”

Our DMP is a real-time scoring engine that analyzes the shopping and research activity on 650 million unique browsers to identify the audience that is most likely to drive campaign engagement. Our DMP is powered by our proprietary data relationships with more than 5,500 web sites where we identify and harvest over 4 billion shopping and researching behaviors to build our highly granular audience segments. Our data partners are leading ecommerce sites, search directories, comparison shopping engines, coupon sites and toolbars across North America and Latin America.

About Cross Pixel Media, Inc.

Cross Pixel is the leading provider of high-performance audience data and information for the real-time advertising industry. Utilizing Cross Pixel’s proprietary data management technology, the company creates targeted audiences in real-time based on keyword searches or specific intent behaviors that can be accessed via programmatic advertising platforms.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).