

Cross Pixel Media Integrates with Adobe Audience Manager

Cross Pixel ecommerce audience data available with Adobe Audience Manager

New York, NY ([PRWEB](#)) March 08, 2016 -- Cross Pixel Media, the leading provider of high performance audience data, announces the availability of our ecommerce audience data within the Adobe Marketing Cloud via integration with Adobe Audience Manager. Audience Manager, which was recognized as a leader and received the highest score for Current Offering in “The Forrester Wave™: Data Management Platforms, Q4 2015” report by Forrester Research, Inc., enables the data management and activation of high value audience across the customer journey. With this integration in place, Audience Manager clients will have real-time access to all of Cross Pixel’s precisely targeted audience segments.

Cross Pixel’s data-driven marketing services platform 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.

Adobe Audience Manager, the industry’s leading data management platform that consolidates audience information from all available sources, helps advertisers and publishers build unique audience profiles to identify the most valuable segments and use them across digital marketing channels. Audience Marketplace, a new data exchange in Adobe Audience Manager, is a private data marketplace that connects advertisers and content publishers to buy and sell second and third-party data without the time-consuming challenges of setting up individual partnership agreements. The data exchange also enables companies to scale their high-value audience segments for personalized and targeted content across marketing channels.

Cross Pixel offers over 1300 audience segments through Adobe Audience Manager that are refreshed daily. Our audience segments include a wide variety of consumer shopping intent categories from jewelry to new cars to vacation seekers to book buyers and hundreds more. We also offer a broad selection of B2B audiences, Latin American audiences, life-stage and behavioral audience profiles.

“Cross Pixel is excited to be one of the initial data partners in Adobe Audience Manager’s Audience Marketplace. This next generation platform has been developed to give clients the flexibility and variety of pricing models to ensure data campaign success.” Jeffrey Weitman, President and COO at Cross Pixel. "The scale and quality of our data combined with Adobe Audience Manager, creates a truly unbeatable platform."

“For CPG companies, ecommerce data is integral in order to launch a powerful campaigns that convert. With this integration, Audience Manager clients can gain a competitive edge with access to high value audiences across the entire purchasing funnel. Cross Pixel had done the legwork for us by analyzing audience data from 8 billion data points per month on over 650 million active web surfers.” Ali Bohra, Director of Product Marketing, Adobe.

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

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