

# SWEDISH PUBLISHER LEADS ADVERTISERS TO LIFESTYLE DATA

Stampen Media is one of Sweden's leading media groups. For this innovative and influential publisher to now offer 1st-party audiences enriched by consumer insight from Mosaic™ Lifestyles is a breakthrough opportunity for advertisers in Sweden. Sold by Stampen Media. Provided by Audience Alliance.

## Publishers Post Cookies

As advertisers are increasingly looking to opt in geo-demographic segmentation to reach their relevant audiences without relying on 3rd-party cookies, so are publishers. But by offering Mosaic™ Lifestyles enriched audience data, publishers can help advertisers base their campaigns on data-ethical sources of consumer insight.

## Thriving Programmatic Ecosystem

"The Mosaic™ Lifestyles segmentation system is the most successful predictor of consumer footprints as a result of identified lifestyles. To see Stampen Media help advertisers intelligently enrich 1st-party data is one of the reasons why the programmatic ecosystem is thriving in Sweden - and throughout the Nordic region. We are excited to take part in building new stable grounds for digital advertising after the 3rd-party cookie era. We welcome Stampen Media on this important journey.", says Göran Eklöf, Global Data Resources' VP Strategic Partnerships on behalf of Audience Alliance.

## Match & Connect Data

Audience Alliance ensures that the data is the same on all levels of the programmatic ecosystem - from CRM to website traffic to ad.

Audience Alliance makes publishers independent of 3rd-party cookies for their audience and ad targeting.

Audience Alliance recognizes that changing the complex and large programmatic ecosystem requires cooperation across unwritten borders.

Contact: [goran.eklof@idfree.com](mailto:goran.eklof@idfree.com)

AUDIENCE  ALLIANCE

## Mosaic™ Lifestyles

Mosaic™ Lifestyles is the leading market segmentation in the world. Defining over 30 countries with high precision market data that help advertisers understand both their customers and the market in detail.

Mosaic™ Lifestyles is a full market segmentation that leverages public and private data into anonymous market segments that describes the complete market.

## Audience Alliance

Audience Alliance is a professional network and collaboration between several of Nordic adtech's most influential developers and data providers. In partnership, we give publishers next-gen safe, fast, and easy access to a full standardized audience taxonomy to enrich ad impressions with 1st party data delivered on 1st party cookies or ID-free. Programmatic ready. IAB compliant. And ready to use today!

[www.audiencealliance.org](http://www.audiencealliance.org)

Adform | BRAIN.MEDIA | Global Data Resources | IDFree.com | InsightOne | Kantar | Mosaic™ Lifestyles | Nordic Data Resources | PubMatic | Strategic Audience Map