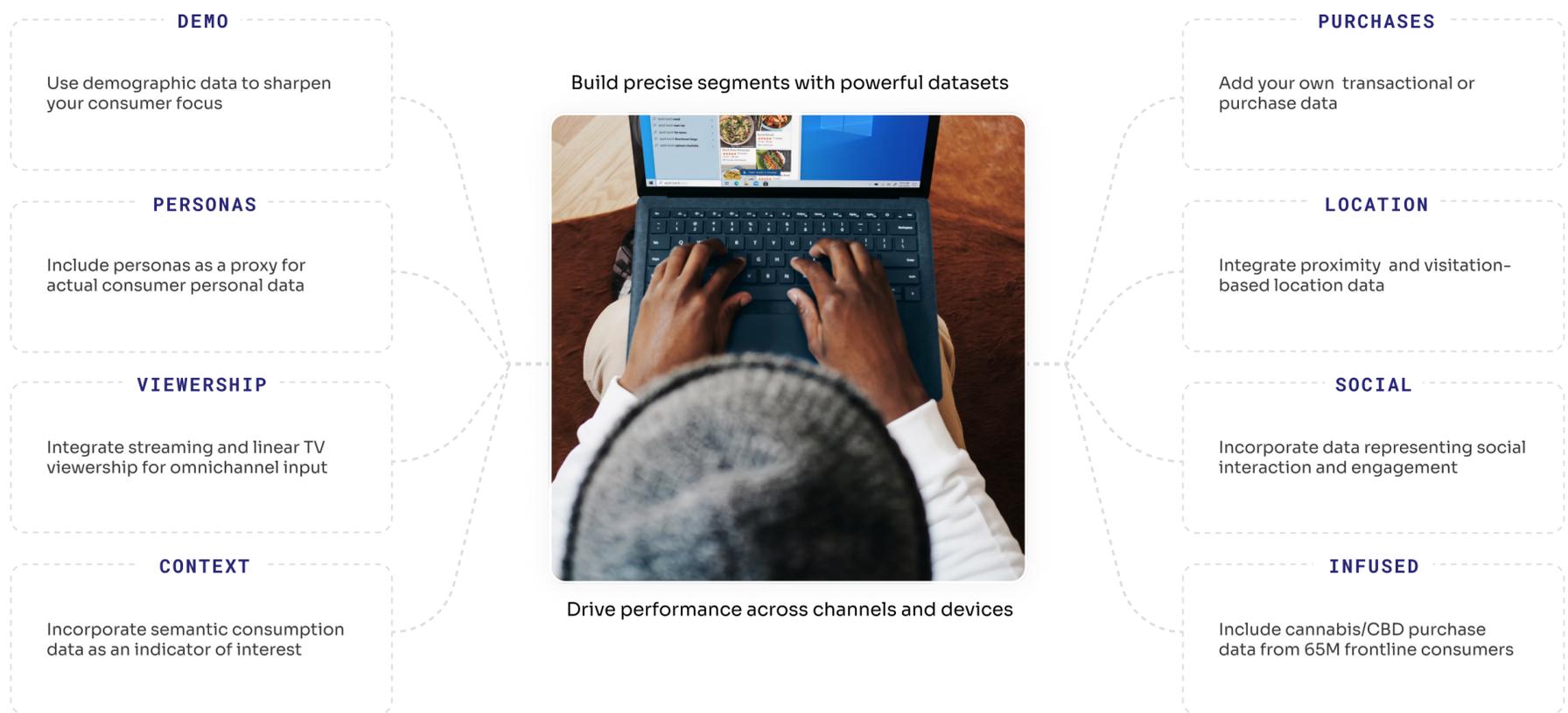


# Sometimes the best fit is custom

When what you need isn't available "off the shelf," it's time to go custom. In addition to 1,300+ always-on segments available across all major DSPs, Fyllo's Data Science team models a wide array of custom audiences that are fine-tuned to drive specific and measurable results.

## If you can think it, we can model it.

If you can describe your target, we can create a best-in-breed model that enables you to find look-alikes, hone microsegments, improve ROAS or deliver specific tailored messages. Create a competitive edge with audiences that are fit-for-purpose and based on campaign strategies.



## How it works

1. Define the ideal audience
2. Determine the ideal data inputs
3. Design and model within a 10-12 day turnaround
4. Deliver the tested model to any major DSP
5. Develop metrics and case study\*

\* Optional based on availability. Added-value measurement requires impression minimum.

## Key benefits

- Best-in-class modeling built on unique datasets
- No custom development fees, pay only CPM charges
- Precision targeting using as few as 300 records of seed
- No need to choose between factual and contextual
- Balance reach and relevance to dial-in campaign results

## Is it for you?

Fyllo custom audiences create opportunities to reach customers with more personalized messages than ever before - to find more customers like your best customers. Ensure your marketing efforts are driving the growth you need to stay competitive with Fyllo custom audiences.

## Ready to learn more?

Start driving results with custom audiences:  
[sales@hellofyllo.com](mailto:sales@hellofyllo.com)