



ONE PLATFORM TO UNDERSTAND, TARGET AND REACH YOUR IDEAL AUDIENCE

Fifty use AI, technology and data to help brands **understand their customers** and power advertising to **best engage them**.

Where older data companies are simply repackaging their existing offers, we are presenting a **fresh offering** that is **completely different** to anything we or anyone else in the market has attempted before.

FiftyAurora is our **brand new, ID-free, privacy-first** solution that provides **effective audience targeting** by projecting a map of where an audience will be, rather than needing to track them everywhere. The days of just blindly picking keywords based on what you think a customer may be interested in are long gone.

FiftyAurora provides a **holistic approach** into real-time targeting in a privacy-focused way, boosting performance and, ultimately, ensuring your client achieves their long-term goals. Our bespoke technology presents an **evolution in the contextual space**, allowing brands and publishers to target audiences **beyond the limited scale of consented data**, and with more intelligence than page context alone.

Where other platforms are building Universal ID platforms to track audiences, FiftyAurora scales across all digital channels, **uniting insight and planning directly with activation**.

Clients such as Bentley, Starbucks, Garmin, Microsoft, Chipotle and NFL use the Fifty Platform to better **UNDERSTAND** their audiences and **TARGET** them more efficiently.



Define



Understand



Visualise



Activate