

Opera
MEDIWORKS

True Audiences™ Module

Leverage Our Unique and Accurate 1st Party Data



Direct Integration

Integration with Top Apps &
Sites across iOS & Android



Data Signal Capture

Regardless if Opera Mediaworks
or Publisher fills the ad



Audience Targeting

Based on a user's complete
mobile life



Access the Right Consumers with True Audiences™

MOBILE-ONLY IN DESIGN, BUILT FROM UNIQUE OPERA PLATFORM DATA



CONTENT YOU LOVE

ADS YOU ENGAGE WITH

APPS YOU HAVE

PLACES YOU GO

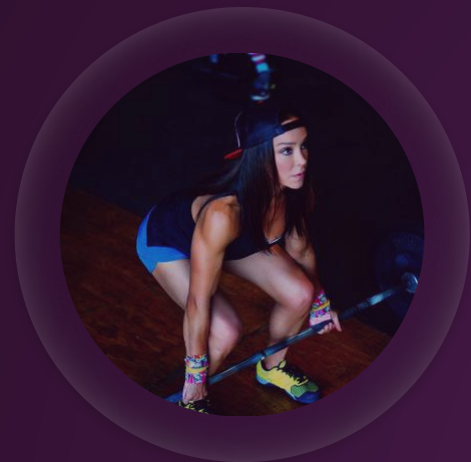


Core and Custom True Audiences™ with Scale

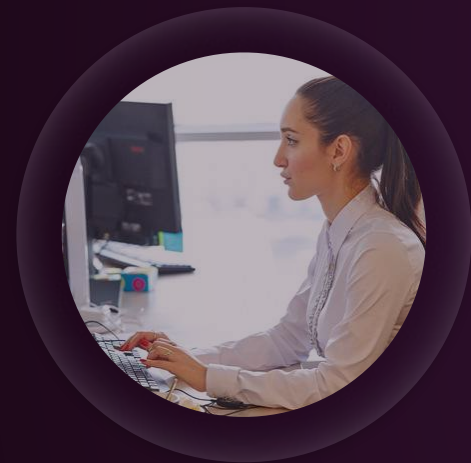
Core True Audiences™



Chief Household Officer



Diet & Fitness



Young Professionals



Parents



Hispanic

...and
many
more

Custom True Audiences™

Combine several data signals and your insights to define a custom audience



Content Engaged With



Actions Taken with Ads



Apps Installed on Device



Historical Location



Brand Insights



Example Core Audience: Parents



CONTENT: Seen across parenting apps/websites in the last 30 days



ACTIONS: Recently engaged with parent/family targeted mobile campaign



APPS INSTALLED: Cozi, Hub Family, Mom's Daily, BabyBump, Citrus Lane, Diapers.com, Baby Monitor, Smart Parenting and/or other parenting apps



LOCATION: Historical data - visits schools and/or parks at least once a week

Example Custom Audience: Adventure Seeker

Adventure Seekers lead an active lifestyle, are intellectually motivated and enjoy escaping for entertainment



CONTENT: Frequents news, business, travel and/or outdoor apps/websites



ACTIONS: Recently engaged with news, business, travel and/or outdoor mobile campaign



APPS INSTALLED: MapMyHike, Fitbit, Kayak, AllTrails, Slack, Business Insider, Kayak, Jetsetter, TripAdvisor and/or other outdoor fitness, travel and/or news apps



LOCATION: Historical data - visited an airport in the past 30 days or a state park in the past 90 days

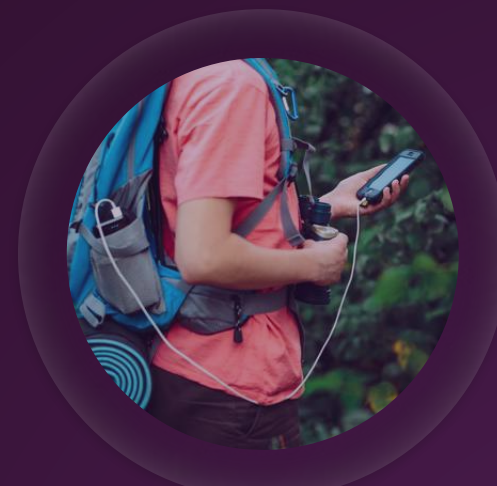
True Audiences™ Core Segments



PARENTS



SPORTS FANS



TRAVEL ENTHUSIASTS



DIET & FITNESS



POLITICS & NEWS



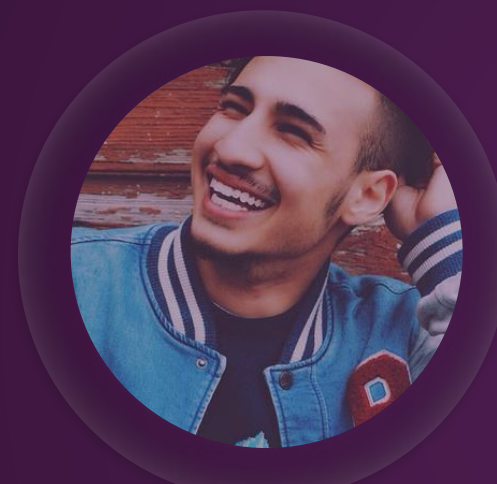
AVID SHOPPERS



FASHIONISTAS



AUTO INTENDERS



HISPANIC



YOUNG PROFESSIONALS



FOODIES



STUDENTS



MOVIE GOERS



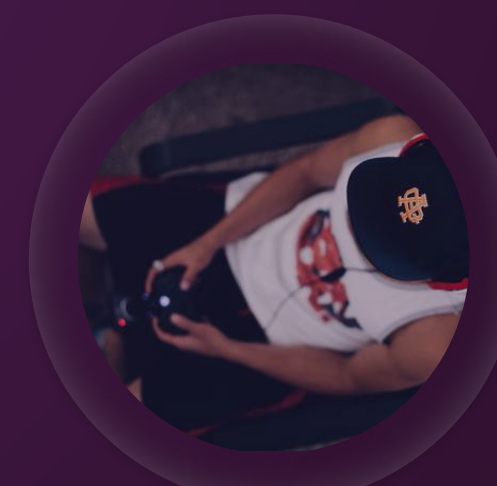
BUSINESS TRAVELERS



MUSIC FANS



GUYS & GEARS

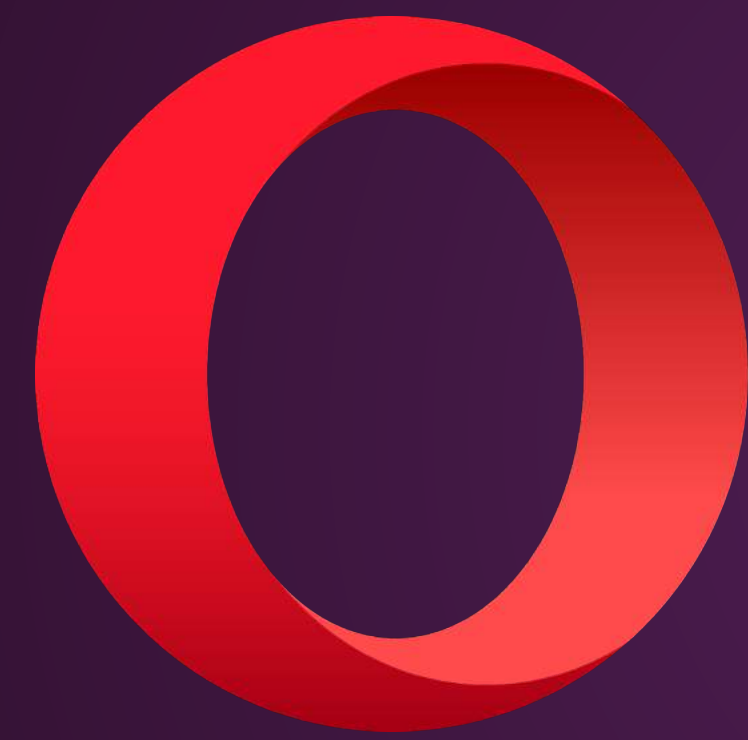


TECH HEADS



CHIEF HOUSEHOLD OFFICER





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