## Case Study | Start.io Audiences At Scale On Retargetly

The Start.io platform enables marketers to access hundreds of mobile user segments on Retargetly. Advertisers can leverage segments that include custom-defined audiences or choose from a vast selection of pre-packaged audiences based on shopping behaviors.

### Goal
Retargetly is constantly looking for technology partners who can enhance and enrich its offering in various domains. Finding the right partners to deliver scalable, high-quality mobile user segments is a significant challenge. Creating accurate mobile audiences, globally and at scale, is a solution that very few tech companies can deliver.

### Process
Start.io’s platform allows access to hundreds of user segments, each containing relevant, active consumers. Advertisers can leverage segments that include custom-defined audiences to choose from a vast selection of pre-packaged audiences based on shopping behaviors, demographic characteristics, product categories, mobile carrier subscriptions, devices, and more behavioral characteristics.

Start.io started with a set of custom audiences, initially focused on retail stores, before expanding the use of custom segments. Custom segments were created with a dynamic approach, using multi-mobile device signal that include apps, location, and device information.

### Outcome
Retargetly chose Start.io thanks to its LATAM pre-pack catalog, a solution that very few tech companies can deliver. Start.io incorporated the breakdown for local apps in LATAM markets. For Banking, local brand names were opened both for apps and POI. For Food, local brands were added exclusively for food.

### Highlights
- **150 custom segments created exclusively for Retargetly**
- Custom/syndicated audience segments based on apps, location, local brands & device data
- 10% revenue generated from custom audiences
- Custom audience revenue includes spend, location, device & financial services

### Results
<table>
<thead>
<tr>
<th>Top Custom Vertical</th>
<th>custom</th>
<th>prepack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Telco</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

When examining revenue by verticals, custom segments played a very important role for Retargetly. In Telco, with 100% of revenue generated through custom segments, and Financial services with 46%

### About
Retargetly is the leading data platform in Latin America, enabling consumer data solutions across the region. Its technology processes over 30 Tbps each month and transforms them into actionable analytics that fuel audience targeting, measurement, enrichment, and decisioning.

“Start.io’s unparalleled install base of over 500,000 apps gives them the scale to make them one of the truly global mobile data players, and the perfect data partner to Latin America. Having the ability to target and understand latitudinal shifts in devices based on the apps they use to unique, and Start.io to end-to-end offering can often the cost and much more.”

Scott Dewani Mafi
COO of Retargetly