

Lemma Audience Graph

Lemma Audience Graph is a blueprint of your target audience throughout all marketing funnels.

Lemma Audience Graph analyses audience demographics, interests, online behaviour, and forecasts future interest and engagement, resulting in greater reach, sharper retargeting, and better outcomes.



How it works?

REACH :

Collect audience data from various signals in outdoor media proximity.

- | | |
|---|--|
| • Advertising Id | • Timestamp |
| • Network IP | • Cookie |
| • Browser information | • Mobile number |
| • Location | • Email Id |
| • Device information like make, model, OS | • Audience demographic, online behaviour, interest |



REINFORCE :

Reinforce brand message to OOH ad exposed audiences across devices using Lemma Audience Graph

Leveraging users' household IP addresses of audiences reached through Lemma Audience Graph, you can retarget them on CTV.

Build and segment high intent audience using Home, Offices, Malls, Airports, Cinema Halls, Metro Stations **audience cohorts**



RESULT :

Maximise attribution on Meta, Google, and LinkedIn with Lemma Audience Graph's **curated consumer pool**.

Lemma Audience Graph reaches out to your audience to familiarise them with your brand and products, and then maps and re-engages, making them far more likely to convert than first-time visitors.







OTHERS



LET'S CREATE

LEMMAGIC

Together!