

MAID INTELLIGENCE

Structured Digital Behavior Infrastructure Across 8 Emerging Markets

1B+ ENRICHED MAIDs

95% ADULT POPULATION COVERAGE

Behavioral Signals. Modeled Attributes. Activation-Ready Outputs.

MAID Intelligence transforms mobile advertising identifiers (MAIDs) into structured demographic, lifestyle, mobility, and device intelligence designed for scalable audience modeling and activation.

Built on a MAID-only architecture, the platform delivers multi-dimensional digital behavior signals without direct personally identifiable information. Structured outputs are engineered for integration across data platforms and programmatic environments, enabling precision targeting in emerging markets.

Rather than static device identifiers, MAID Intelligence converts MAIDs into structured audience intelligence — enabling measurable acquisition, expansion, and optimization workflows.

MARKET COVERAGE

LATAM

Brazil · Mexico

South East Asia (SEA)

Indonesia · Malaysia · Philippines · Thailand
Vietnam

Middle East & North Africa (MENA)

UAE

Multi-Dimensional Audience Signals

Demographic Modeling

Structured age bands, gender, income tiers, and life stage segments provide contextual audience profiling at scale.

Lifestyle & Interest Intelligence

Nine structured behavioral categories capture entertainment preferences, retail engagement, travel behavior, health interests, and consumer activity patterns.

Location & Mobility Intelligence

Home and work location signals, frequent movement patterns, relocation detection, and stability indicators provide geographic audience insight.

Device Attributes

Operating system, device brand and model, device category, and carrier indicators support device-aware activation strategies.

Commercial Applications

Lookalike Audience Modeling

Enrich seed MAIDs to identify high-value demographic and behavioral cohorts for precision acquisition.

Historical Behavior Analysis

Analyze shifts in interests, mobility, and demographic indicators to detect audience evolution over time.

Demographic & Lifestyle Targeting

Activate structured audience segments based on modeled attributes and behavioral categories.

Programmatic Activation

Deploy enriched and modeled MAIDs directly into DSP and campaign execution environments.

Deployed Across Audience & Activation Workflows

Lookalike Audience Modeling | Historical Behavior Analysis | Demographic & Lifestyle Targeting | Programmatic Activation

