

Arcanor data targeting

- [Arcanor's Location Based 3rd Party Data Partnership](#)

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Overview

Arcanor is a data partner that enables us to build and target audiences based on **GPS signals and Device IDs**.

This allows us to identify users who have been present at a specific physical location and activate those audiences in programmatic campaigns.

Because the data is based on GPS signals and Device IDs, the audience data is **mobile-device based**, meaning campaign traffic generated through these segments will primarily come from **mobile devices and apps**.

Targeting Capabilities

Arcanor can create audiences based on users who have visited selected locations.

In addition to simple location visitation, **frequency criteria can also be applied**. For example, instead of targeting everyone who has visited a location once, we can identify users who have visited the same location multiple times within a defined period.

This can be useful for building audiences such as:

- Visitors to specific stores, shopping malls, venues, airports, or other physical locations
- Frequent visitors to selected locations
- Visitors to competitor locations
- Users with repeated presence in a defined area

Audience definitions and feasibility should always be confirmed with the Arcanor team.

Checking Audience Availability and Size

To check whether a specific audience can be created, or to understand the estimated audience size, please contact the relevant **Arcanor sales team**.

The Arcanor team will evaluate the requested locations and targeting criteria and provide information about the available audience.

Arcanor Sales Contacts

Europe:

sales-eu@arcanor.com

Turkey:

sales-tr@arcanor.com

Arcanor Team:

kkalle@arcanor.com

hdindar@arcanor.com

Activating Arcanor Data

Once the campaign is confirmed and the audience is approved for use, the requested data segment must be uploaded by Arcanor to the **Eskimi Arcanor Partner Platform**:

<https://stats.eskimi.com/tools/ai/arcanor/>

After the segment has been uploaded, the Eskimi team can review it and activate it for the relevant DSP account.

Activation Process

1. Request the required audience from Arcanor.
2. Confirm audience feasibility and estimated audience size.

3. Once the campaign is approved, ask Arcanor to upload the segment to the Eskimi Arcanor Partner Platform.
4. Find the uploaded data segment in the platform.
5. Select the DSP account where the audience should be activated.
6. Activate the segment and use it in the campaign.

The platform is used for:

- Transferring Arcanor data into the DSP
- Selecting and activating available audience segments
- Assigning segments to the relevant DSP account
- Tracking and measuring data usage

Using the Arcanor Partner Platform

Inside the **Builder** section, you can see:

- Available countries
- Audience segments under the **Taxonomy** section

New countries will be added to the platform automatically as they become available.

If the country you need is not visible in the platform, please contact **Audrius Smaliukas**.

For other questions related to the setup, platform, or Arcanor cooperation, please contact **Justina or Hami**.

Data Pricing

Until the **end of 2026**, the Arcanor data cost is:

\$0.10 CPM globally

This data cost should be added on top of the campaign media CPM when preparing the client-facing price.

Example

If the campaign media CPM is:

\$2.00 CPM

and Arcanor data is used:

\$2.00 media CPM + \$0.10 data CPM = \$2.10 CPM

The Arcanor pricing agreement may be reviewed again for **2027**, and this article should be updated if the commercial terms change.

Important: Data Cost vs. Campaign CPM

The **\$0.10 CPM data fee is only the cost of the audience data.**

It should not automatically be treated as the final additional campaign cost.

Before providing the final campaign CPM to the client, the **Service Team must also evaluate the size of the available audience and the expected campaign delivery.**

A very narrow audience may require a higher media CPM in order to reach enough users and generate sufficient campaign delivery.

Therefore, the final client price should take into account:

Media CPM + Arcanor Data CPM + Audience Size / Delivery Considerations

The Service Team should confirm the appropriate campaign CPM based on the size and characteristics of the requested audience.

Finance Contacts

For invoicing or finance-related questions, please contact:

stazegul@arcanor.com

abaran@arcanor.com

Quick Summary

Technology: GPS signal + Device ID data

Devices: Mobile, with traffic coming mainly from mobile devices and apps

Targeting: Location visitors and frequency-based visitors

Audience checks: Request directly from Arcanor

Activation platform: <https://stats.eskimi.com/tools/ai/arcanor/>

2026 data cost: \$0.10 CPM globally

Final campaign pricing: Must also consider audience size and required media CPM