



WHAT ARE LOOK-ALIKE MODELS?

Aimed at creating reach for advertisers, look-alike models are used for the purpose of building larger audiences from smaller audience segments. It's true that audience targeting has continued to witness growth at a brisk pace during the last decade with more and more companies getting into the business of selling, acquiring or merging data for the targeting of advertising. Buyers, however, remain limited in their ability to gauge the quality of the underlying data. Read the full article here:

[What are Look-Alike Models?](#)

<https://blog.granted.com/>