Introduction to AudienceLens

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AudienceLens does just one thing and does it very well: audience analysis. It's an interactive tool that goes beyond aggregate data. It's designed for simplicity and ease of use. Within minutes, you will be able to dive deeply into the data to uncover actionable insights across a diverse range of interests and intents.

In AudienceLens, you have the ability to:

- Use pre-defined and indexed audience groups

- Perform audience comparisons

- Create audiences

- Follow audience groups & trends

- Push insights to follow preferences

All of the above are presented in a fast, intuitive, mobile-friendly user interface surfacing real-time data.