



Independent audience infrastructure for AMI members

An overview for AMI member agencies

What it is

Evorra is an independent data layer that lets agencies build and activate audiences using first-party and multi-provider external data across fragmented channels. The audience logic stays with the agency and remains portable across platforms, rather than locked inside any single media execution environment.

The challenge for independent agencies

External data signals are inconsistent and opaque across providers. Audience strategy breaks when it lives inside platform black boxes, and identity and data costs rise without granular control. Until now, this level of audience capability has largely been available only to holding group networks.

What members get

Unified identity and signal validation

- Compose audiences from multiple independent providers, not fixed packaged segments.
- Unify fragmented identities into an ID-agnostic single audience view.
- Validate audience composition with full transparency, aligned to IAB data transparency standards.
- See, and stand behind, exactly who you are reaching.

Compounding signal intelligence

- Signals from multiple providers reinforce and validate audience definitions.
- Expand seed audiences using validated multi-provider signals.
- Wider signal coverage unlocks richer audience attributes.

Enterprise capability without the complexity

- Configure isolated client workspaces.
- Activate secure first-party data vaults for matching, with each client's data kept separate.
- Avoid integration cost with built-in connectors across display, video, CTV, audio and retail media.

The AMI member offer

- **Six-month proof of concept.** No minimum monthly fees, starting on signature of an Evorra Statement of Work.
- **Reduced commercial terms.** A reduced minimum committed spend through the rest of year one.
- **Loyalty rebate.** 2% of annual audience consumption spend, paid in cash to each member agency.
- **Member workshops.** AMI and Evorra sessions on audience planning, activation and client pitching.

The agreement is between the member agency and Evorra. These terms may change and are subject to contract.

About Evorra

Evorra is an independent, privacy-first audience intelligence and data infrastructure company serving the media industry. It helps media agencies, advertising platforms and brand marketing teams move from static segments to flexible, composable audiences they own and control. For more information, visit www.evorra.com.