# Article information:

Audience FAQs - Revenue Intranet - Confluence  
<https://sharethis.atlassian.net/wiki/spaces/RI/pages/11632665/Audience+FAQs>

# Article summary:

1. ShareThis collects data from over 3 million publisher websites, providing billions of real-time intent-based signals.

2. ShareThis data is not modeled and includes a true 1:1 user signal observed from a page of content.

3. ShareThis offers over 900 vertical and seasonal audience segments built using artificial intelligence and proprietary data science to classify user engagement into high-quality audiences.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article titled "Audience FAQs" provides information about ShareThis Data, a real-time intent-based signal provider that collects data from over 3 million publisher websites. The article covers various topics related to data collection, processing, and delivery, as well as the different types of audiences available through ShareThis.

One potential bias in the article is the lack of discussion on privacy concerns related to data collection. While the article mentions that ShareThis does not collect personally identifiable information (PII), it does not address how user data is protected or what measures are in place to prevent unauthorized access or misuse of data.

Another potential bias is the promotional tone of the article. While it provides useful information about ShareThis Data and its offerings, it does not explore any potential drawbacks or limitations of using this type of data for audience targeting.

The article also lacks evidence to support some of its claims. For example, it states that ShareThis cookies reach approximately 60% of the US population but does not provide any sources or methodology for this estimate.

Additionally, some points may be one-sided or incomplete. For instance, while the article discusses how ShareThis tracks search data by obtaining referring URLs, it does not mention how this method may be limited by users' use of private browsing modes or ad blockers.

Overall, while the article provides helpful information about ShareThis Data and its offerings, readers should approach it with a critical eye and consider potential biases and limitations in its reporting.

# Topics for further research:

* Privacy concerns related to data collection by ShareThis
* Measures in place to protect user data collected by ShareThis
* Drawbacks or limitations of using ShareThis data for audience targeting
* Evidence supporting ShareThis' claim of reaching 60% of the US population
* Limitations of tracking search data through referring URLs
* Impact of private browsing modes and ad blockers on ShareThis' data collection methods

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