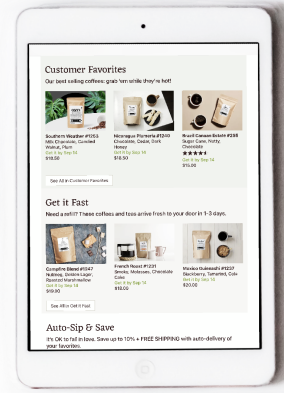


# ShareThis Data Solutions

## Interest Scores

Derived from ShareThis' real-time behavioral data, Interest Scores capture **consumer intent signals** that indicate a **user's interest level** in certain content, such as a specific product category.

Target consumers more likely to convert, personalize their experience, increase sales from online behavior, map new & unexplored cross-interest opportunities.



### How Interest Scores Work

**1 Collect**

ShareThis collects consented pseudonymous behavioral data through our engagement tools on over 600M global web pages.

Juice	2.3
Coffee	14.2
Drinks	0.05

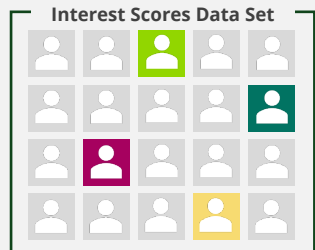
*This user has **14.2 times higher interest in coffee** compared to the average user in this product category.*

**2 Calculate**

Through data science techniques, we calculate and assign an interest score to every user based on their engagement with web pages containing content relevant to multiple topics.

**3 Build**

Interest Scores are available as a monthly data set that can be customized to your specific business needs.



## Get Started With Interest Scores



[Get Sample](#)

Data Sample: 1-Day, Global  
File Format: Parquet  
Access: S3, ADX or Snowflake



[Learn More](#)

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