

FOR IMMEDIATE RELEASE

Mondo Metrics and Precise.AI Partner to Bring Verified Audience Intelligence to Creators, Podcasters, Athletes, and Media Publishers

Partnership unlocks enriched first-party data insights, real-time transparency, and verified content consumption data across podcast analytics, social video analytics, and streaming video platforms.

New York, NY – June 11, 2025 – Precise.ai, a leader in privacy-preserving data collaboration, and Mondo Metrics, a cross-platform media analytics provider trusted by Chicago Sports Network, Arizona Cardinals, Beautiful Destinations, Men in Blazers, and Bknown Agency, have announced a strategic partnership aimed at transforming how creators, athletes, publishers, and media companies understand and monetize their audiences.

The collaboration introduces **MondoAQ**, a groundbreaking unified solution that merges secure first-party data collaboration with rich contextual and behavioral intelligence—giving creators and content owners unprecedented visibility into who their audience is, how they engage, and what content captures attention across platforms.

MondoAQ merges secure first-party data—like Shopify buyers, newsletter subscribers, or podcast listeners—with real-time, enriched psychographic insights provided by Precise.ai's Identity Graph and Proofed Data Network. By combining this enriched data with Mondo Metrics' proprietary cross-platform analytics, creators and media companies gain unprecedented visibility into their audiences' identities, behaviors, and engagement across podcasts, video, social media, newsletters, e-commerce, and live events.

What MondoAQ Delivers:

- **Unified Analytics Across Platforms:** Seamlessly integrate and analyze data from YouTube, Instagram, TikTok, podcasts, newsletters, streaming video, mobile/web content, Shopify, link-in-bio services like Linktree and live events.
- **Audience Graph Enrichment:** Obtain verified psychographic and behavioral insights including lifestyle interests, purchasing power, and regional preferences via Precise.ai's Identity Graph.
- **Bring Your Own Data (BYOD):** Merge CRM, Shopify, or newsletter subscriber lists with enriched platform data to reveal actionable audience overlaps.
- **Proof-Based Transparency:** Secure every insight with blockchain-powered data lineage and verifiable provenance, ensuring full compliance, accuracy, and transparency—ultimately boosting trust and credibility for creators and brands in the marketplace.

Real-World Use Cases:

- **Smarter Brand Deals:** Validate sponsor alignment with hyper-targeted audience segments, commanding premium CPMs. The phrase “We reach 100K listeners” becomes “We reach 100K listeners—32% are moms loyal to Whole Foods aged 25–34 in NYC and Austin.”
- **High-LTV Merch Campaigns:** Target superfans for highly segmented and successful merchandise launches.
- **Audience Growth Attribution:** Identify content formats that attract and retain high-value fans.
- **Talent & Show Development:** Make data-driven decisions about programming based on deep audience insights. Put budgets behind the shows that drive brand partnerships—not just vanity metrics.
- **IRL Activation Intelligence:** Enrich fan interactions at live events and instantly optimize marketing strategies.
- **Sponsor-Fit Scoring:** Demonstrate exact sponsor-audience alignment with verified metrics.

“Mondo Metrics gives creators the kind of audience intelligence brands pay millions for,” said Jesse Redniss, CEO of Precise.ai. “Our collaboration moves creators beyond vanity metrics into real business intelligence—enriched, verified, and built for performance.”

Nick Cicero, CEO and Founder of Mondo Metrics, added, “Understanding your audience today requires more than just reach—it’s about relevance, resonance, and results. You don’t need to be a media giant to have enterprise-grade insights and privacy-safe tools. With MondoAQ, creators are finally in control.”

According to LUMA Partners, creators are “maturing into building real media businesses, and want easier ways to both monetize, and prove their value to big brands.” This partnership helps meet those expectations head-on—providing the infrastructure, intelligence, and outcome-based validation needed to support scalable brand partnerships and long-term revenue growth.

Live at Cannes Lions

MondoAQ will be unveiled at the Cannes Lions Festival, with live demonstrations available at the Deep Blue & Genius Sports Yacht Club. Attendees can experience firsthand how MondoAQ transforms audience analytics into strategic intelligence.

About Mondo Metrics: Mondo Metrics provides cross-platform analytics and strategic insights across podcasts, streaming video, social media, web/mobile, newsletters and e-commerce. Its unified dashboards and custom tagging systems help creators and publishers optimize content, prove ROI, and accelerate audience growth.

About Precise.ai: Precise.ai is a leader in privacy-safe data collaboration, delivering proof-based psychographic and behavioral insights through patented identity verification and

blockchain-backed provenance. It enables compliant, accurate, and effective audience monetization strategies.

Press Contact: press@mondometrics.com | press@precise.ai

mondometrics.com | precise.ai

DATA SOURCES



MONDO METRICS

PRECISE

UNIFIED AUDIENCE INTELLIGENCE

UNIFIED
IDENTITY GRAPH

+

CONTENT
INTELLIGENCE



INCOME IN-MARKET SEGMENTS

High earners
Budget shoppers
Travel, Auto, Tech



VALUES & BELIEFS

Sustainability
Family-first
Ambition



MINDSETS

Budget-conscious
Trend-seeker
DIY mindset



LIFESTYLES

Urban Explorer
Remote Worker
Wellness Enthusiast

ANALYTICS & ACTIVATION