



the new **ideal** in data

Access the most comprehensive auto data on the market



adstra
Audiences
AUTO+

Q: Do you need multi-sourced, garage level real world data for automobile and motorcycle owners? Data that is sourced from sales and service, warranties and aftermarket repairs and maintenance?

A: We have a solution...

Adstra Auto+

Comprehensive vehicle and motorcycle data, ranging from new/used cars by make/model, leases/loans, financing and insurance. Our audience goes beyond deterministic data to allow marketers to target individuals who are actively shopping.

Our Foundations

- Sales & Service Data
- Automobile Warranty Data & Notifications
- Aftermarket Repair & Maintenance Facilities
- Scheduled Maintenance Records
- Leases and Auto Loans
- Insurance Data

Our Differences

Coverage

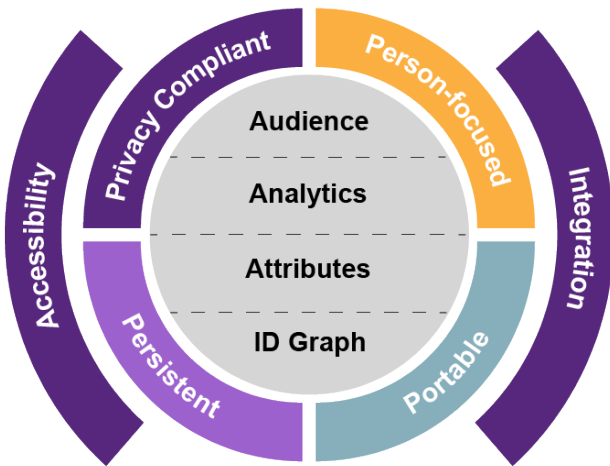
- Garage-level ownership data
- TBD

Design

- Real World deterministic data, location/fact-based
- Multichannel application – display, mobile, email & mail

To learn more, email:
connect@adstradata.com





Adstra: The 1st Data Bureau

Adstra maximizes value by ORCHESTRATING data across media and technology, in ways that drive customers' success.

Built with robust and persistent identifiers, Adstra enables action in both the known and anonymous realm, and across both off and online channels.

SEGMENTS

Vehicle Specifications

Make & Model

Vehicle Style Code

Convertible, Pickup, Luxury, Coupe, etc.

Vehicle Class Code

Small SUV, Full Size Van, Mid-Size, Truck, etc.

Vehicle Fuel Code

Ethanol, Hybrid, Diesel, Gas, etc

In-Market

Make/Model, Parts/Service, Financing/Insurance, New/Used Cars, Dealers/Car Portals

Ideal Verticals:

- Auto/Motorcycle Manufacturers
- Aftermarket Industry
- Financial Services
- Repair & Maintenance
- Insurance

WHY ADSTRA?

Adstra dramatically increases the use of data, both identity and attributes, in the marketing and advertising industry.

We do this by making it safe and cost effective for brands and their partners to use data anywhere, anytime to improve any business outcome.

At Adstra, we allow safe, compliant and economic access to any form of data, with any form of identity and any form of applied analytics, for use in any medium to make decisions in real time or periodically.

No other provider does this with the same speed, flexibility, cost and restrictionless ease across all media.

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