



adstra

the new **ideal** in data

Unmatched caregiver data of those caring for adults age 55+



adstra
Audiences
CAREGIVERS

Q: Do you want to reach caregivers at the center of health-related decisions of individuals over the age of 55? Caregivers by relationship and ailment to the caregee?

A: We have a solution...

Adstra Caregivers

The most comprehensive data available of influential decision-making caregivers. These caregivers can be identified by 70+ segments including relationship, demographic and ailments of those they care for. These deep enhancements allow for additional targeting and refinement.

Our Foundations

- Anonymized clinician-administered survey data
- Lexis Nexis linking technology
- 100% HIPAA Compliance
- Known family member data
- Ailment propensity

Our Differences

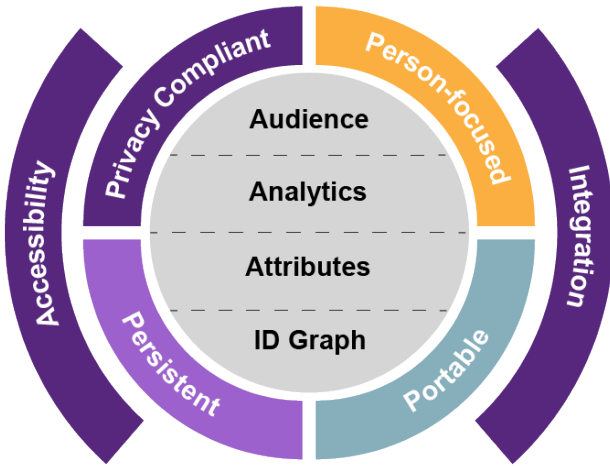
Coverage

- 165MM Digital
- 80MM Mobile / 92MM Postal

Design

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

To learn more, email:
connect@adstradata.com



SEGMENTS

Caregivers by Relationship

Spouse, Child, Siblings

Caregivee Ailment Propensity

Arthritis, Cardiovascular Disease, Diabetes, Glaucoma, Kidney Disease and more

Prevention Propensity

Flu shot, Pneumonia, Men's/Women's Preventive Care, etc.

Caregiver & Caregivee Demographics

Age, Income, Location

Lifestyle Indicators

Smoking, Weight Loss, Health Attitude

Ideal Verticals:

- Pharma
- Healthcare professionals
- Insurance
- Nursing/Long-term care

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.

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.

To learn more, email:
connect@adstradata.com

adstra

the new **ideal** in data