



the new **ideal** in data

**Access a 360 degree view
of more than 230MM
Americans with unmatched
accuracy and recency**



adstra
Audiences
CONSUMER

Q: Do your sales efforts need a file of more than 230MM validated US individuals, with 300 data segments, including age, gender and income?

A: We have a solution...

Adstra Consumer

A curated 360 degree audience view delivering virtually everything you want to know about virtually everyone you want to reach.

Our Foundations

- Demographic and behavioral segments tied to lifestyle
- Household Income
- Validated US Individuals
- Hobbies and Interests
- Charitable Donations

Our Differences

Coverage

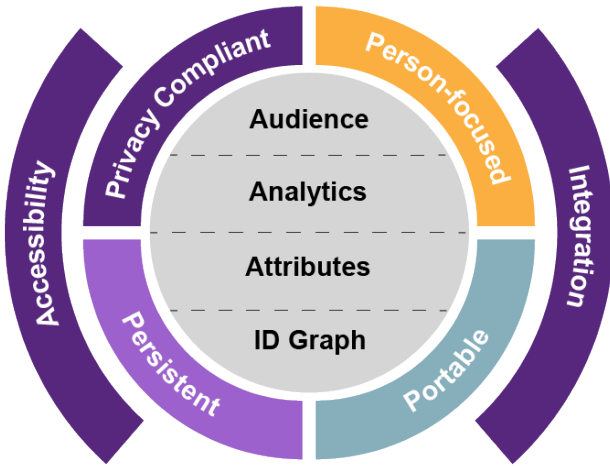
- 232MM Americans
- 300 data elements

Design

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

To learn more, email:
connect@adstradata.com





SEGMENTS

- **Family (with children, single moms/dads, grandparents)**
- **Lifestyle & Interests (art, travel, sports, electronics)**
- **Generational & Family Type**
- **Luxury Goods**
- **Donors (political, religious, environmental)**
- **Financial (HHI, investments)**

Ideal Verticals:

- Luxury Goods/Services
- Travel
- Retail
- Philanthropy
- Financial Services
- Automotive

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.

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