



adstra

the new **ideal** in data

Access the most diverse health driven data on the market



adstra
Audiences
HEALTH

Q: Do you need to reach individuals based on ailment propensities, health/wellness lifestyle data, and prevention propensity indicators, all HIPAA compliant?

A: We have a solution...

Adstra Health

The most comprehensive health and wellness file grounded in years of anonymized clinical survey data, provided by millions of respondents, from fitness scores to preventive care to vaccines, all HIPAA compliant.

Our Foundations

- Clinical survey data
- Fitness scores
- Weight loss
- Men's/Women's Preventive Care
- Health attitude score
- Vaccines
- Ailments

Our Differences

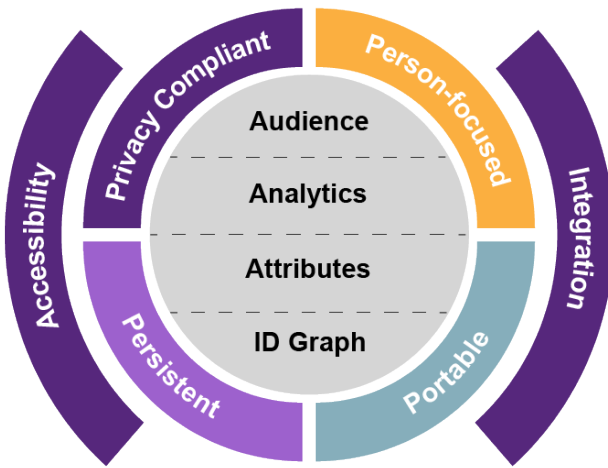
Coverage

- 280MM Total Universe
- HIPPA Compliant

Design

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

To learn more, email:
connect@adstradata.com



SEGMENTS

Ailment Propensity by Type

Allergy, Arthritis, Asthma, Chronic Pain, Diabetes, Heart Disease, High Cholesterol, Kidney Disease, Stroke

Health & Wellness Indicators

Adverse Behaviors – Alcohol/Smoking, Fitness Score, Health Attitude Score, Weight Loss

Prevention Propensity Indicators

Flu Shot, Men's & Women's Preventive Care, Pneumonia Vaccine

Ideal Verticals:

- Pharma
- Healthcare
- Nursing/Long-Term Care
- Insurance

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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