

Adstra PREMIUM AUDIENCES

The New Ideal in Data

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THE ADSTRA PREMIUM AUDIENCES

Adstra Business

Deep and Broad Access to
Business Decision Makers

Adstra Consumer

Everything You Want to Know About
Everyone You Want to Reach

Adstra Wealth

The Richest Data on the
Wealthiest People

Adstra Travel

Reach Consumers
In-Market to Travel

Adstra Political

The Winning Audience for
Campaigns & Causes

Adstra Auto+

Delivering the Most Current,
Accurate Vehicle Data

Adstra HCP

Comprehensive Coverage
of Healthcare Providers

Adstra Health

HIPAA Compliant,
Consumer-Level Data

Adstra Caregivers

Reach Influential
Decision Makers

adstra

A professional photograph of a man in a light blue dress shirt and dark blue tie, standing with his arms crossed and a slight smile. He is in the foreground, in sharp focus. The background is a blurred office environment with other people in business attire, suggesting a corporate setting.

Adstra Business

ADSTRA PREMIUM AUDIENCES THAT MATTER

Breadth. Depth. Success.

Adstra Business



Adstra Business tracks the dynamic business marketplace, keeping pace with trends in every sector. We take marketers deeper within each company and farther across the business landscape than other business data providers.

Total Audience	Segments
95 MM Postal 173 MM Digital 64 MM Mobile	320+
Key Audience Segments	
<ul style="list-style-type: none">• C-Suite Executives by Title – CEO, COO, CFO, CMO, CIO, CTO, CPO, Director, Manager, Vice President and more• Functional Responsibility – Finance, IT, Consulting, Engineering, Marketing, Medical, Human Resources, etc.• Annual Revenue – Companies ranging from \$500M to \$1B+ in annual revenue• Executives by Industry – Business Services, Construction, Education, Entertainment, Government, Healthcare, Manufacturing, Retail, etc.• Expenditures by Type – Accounting, Advertising/Promotion, Charitable Donations, Insurance, Legal, Maintenance, Office Equipment/Supplies, etc.• In-Market segments – Companies in-market for goods and services, from computers and furniture to consultants and new hires	



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Business

As exclusive access to LexisNexis and other proprietary data sources ensures improved accuracy and scale - allowing marketers to target key business decision makers across a myriad of industries.

Adstra Business also includes in-market data segments, offering marketers access to businesses actively looking for goods, services, and staff.

Proven Precision



Sources

- Global Fraud Prevention Provider
- Exclusive Professional Memberships
- Online & Print Publications
- State, Local & Regional Filings
- Trade Associations
- Government Records
- Business Directories

Target Market Categories

- Financial Services/Insurance
- Telecom/Technology
- Publishing
- Continuing Education
- Manufacturing
- Business Supply/Services

Adstra Consumer



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Consumer



Adstra Consumer is built with the most up-to-date, powerful data sources, including a leading global risk/fraud prevention provider. This proprietary methodology provides brands with a 360-degree view of more than 230 million Americans.

**Virtually Everything You Want to Know About
Virtually Everyone You Want to Reach**

Total Audience	Segments
240 MM Postal 630 MM Digital 256 MM Mobile	325+
Key Audience Segments	
<ul style="list-style-type: none">• Demographics – Age, Ethnicity, Marital Status, Education, etc.• Family – New Parents, Single Moms/Dads, Grandparents, etc.• Lifestyle & Interests – Art, Electronics, Food & Wine, Travel, Sports, etc.• Donors – Political, Religious, Environmental, and more• Media & Tech Consumption – Ad Receptivity, Tech Adoption, Social Media, etc.• Seasonal Shoppers – Back-to-School, Black Friday, Mother’s/Father’s Day, etc.• Financial – HHI, Credit Score, Investments, and more• In-Market – Around those verticals that are relevant for today’s marketplace – Finance, Food/Beverage, Home Office, Online Education, etc.	



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Consumer

The Data That's Proven More Accurate, Current and Effective

Adstra Consumer offers unmatched accuracy, recency and scale – our data repository supplies consumer descriptive data to clients for use in analytic, segmentation and targeting applications across all channels including offline, online and mobile.

Adstra Consumer also includes in-market data segments, offering marketers greater access to consumers actively looking for products and services.



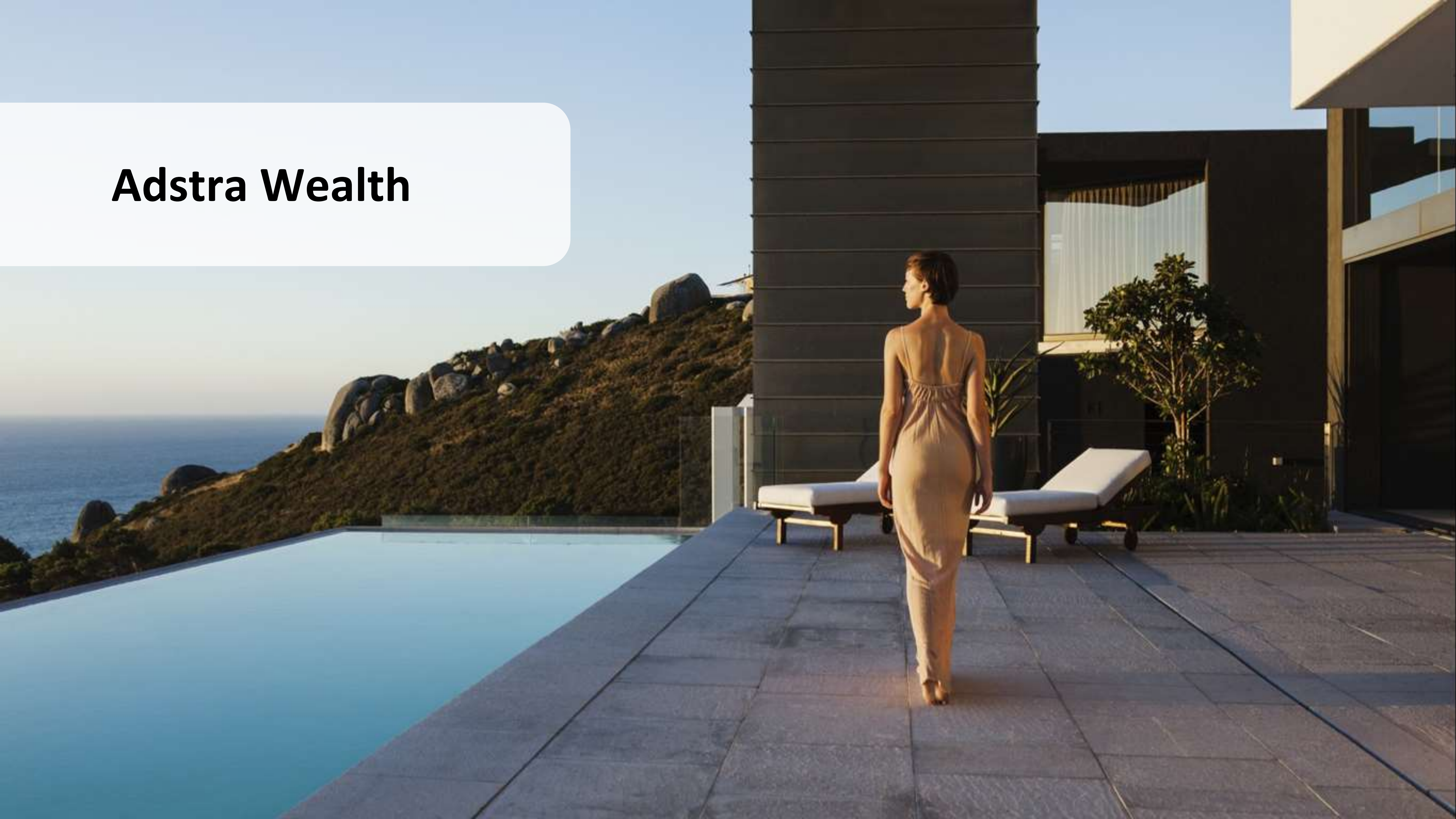
Sources

- Public Records
- Global Fraud Prevention Provider
- First-Party Purchase Histories
- Self-Reported Surveys
- Registrations
- Buying Activity

Target Market Categories

- Retail
- Travel
- Financial Services
- Insurance
- Publishing
- Automotive
- Entertainment
- Philanthropy
- Luxury Goods & Services

Adstra Wealth



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Wealth



Adstra Wealth is the premier database of the most affluent individuals in the U.S. It has served as the go-to audience segment for luxury marketers for over 35 years.

Positions, Possessions and Passions of America's Most Affluent

Total Audience	Segments
18 MM Postal 91 MM Digital 36 MM Mobile	90+

Key Audience Segments

- **Net Worth** – Ranging from \$500M to \$10MM+
- **Investors** – Accredited Investors, Real Estate Investors
- **Luxury Travelers** – Business, Cruise, Domestic, International
- **High Dollar Donors by Type** – Cultural, Environmental, Health, Political, Religious
- **Prosperous Professionals** – C-Level Execs, Doctors, Lawyers, Business Owners, and more
- **Lifestyle** – Golf, Wine & Gourmet, Home Décor, Cultural Arts, etc.

ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Wealth

Adstra's unique access to exclusive data sources and reliance on Real World data ensures that our Wealth audience performs like no other. And, Adstra Wealth goes beyond mere demographics and models to deliver people of means based on three key individual attributes: the positions, possessions and passions of America's most affluent.

The Richest Data on the Wealthiest People



Sources

- First-Party Purchase Histories
- Global Fraud Prevention Provider
- Association/Club Memberships
- Professional Associations
- Yacht & Aircraft Registrations
- Public Records

Target Market Categories

- Financial Services
- Luxury Merchandise
- Premium Real Estate
- Philanthropy
- Luxury Travel
- Publishing

Adstra Travel



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Travel



Adstra Travel provides access to consumers who are in-market to travel. Tracking behavioral data on 90% of accessible devices across the US.

Serving Up In-Market Travelers Who Are Ready to Purchase

Total Audience	Segments
35 MM Digital	85+

Key Audience Segments

- **Airline Travelers** – By Brand, Destination, Type (Business, First Class, Frequent, International, etc.)
- **Cruise Travelers** – By Brand, Luxury Brand
- **Travelers** – By Booking Platform, Vacation Rental Site
- **Hotel Travelers** – By Luxury, Mid-Range, Economy
- **Travelers** – By Type: Camping, Experiential, RV

ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Travel

Adstra Travel offers access to travel prospects at the time they are ready to purchase. These digital audiences allow you to target the right audience for your travel campaigns – with both precision and scale.

Delivering Targeted
In-Market Travelers at Scale



Sources

- Online behavioral data collected from direct publishers, networks, analytics partnerships, adtech integrations, and other proprietary sources

Target Market Categories

- Hotels & Lodging
- Airlines
- Cruise Lines
- Online Travel Sites
- Car Rental Companies
- Spas & Resorts

Adstra Political



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Political



Adstra Political provides the most comprehensive and current voter data available. It's powered by Aristotle, enhanced by Adstra, and has fueled every successful U.S. Presidential campaign for decades.

The Depth of Data Makes the Difference

Total Audience	Segments
182 MM Postal 453 MM Digital 246 MM Mobile	550+
Key Audience Segments	
<ul style="list-style-type: none">• Political Affiliation by Party – Democrat, Republican, Independent• Voters by Demographic Attributes – Affluent Voters, Millennial Voters, Boomer Voters, Hispanic/Latin American Voters, African American Voters, and more• Issues & Causes by Type – 2nd Amendment Supporters, Gun Control Supporters, Affordable Care Act Supporters/Opposition, LGBT Donors & Supporters, Pro Life/Pro Choice Supporters, Tax Reform Supporters, and more• Upcoming Election Cycle – 2018/2020 First-Time Voters, Cord Cutters, Unregistered Prospective Voters, Fence Sitters, Swing State Voters, Biden Supporters, and more.	



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Political

The Winning Audience for
Campaigns & Causes

Adstra Political enables you to leverage an unprecedented array of individual insights from current voting history to issue affinity – utilizing the most current voter data available. It is rigorously updated to include the newest registrants by geography, in every district, in every state.



Sources

- State & County-Level Registered Voter Files
- Census Data
- Election Return Data
- Proprietary Lifestyle & Issue Data
- Social Profiles

Target Market Categories

- Fundraising
- Political Campaigning/GOTV
- Issue/Cause Support

Adstra Auto+



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Auto+



Adstra Auto+ is the only multi-sourced, double-verified, garage-level, real world data for auto and motorcycle owners. Auto+ is the reliable alternative for vehicle marketers that have long demanded fact-based, not inferred data.

Delivering the Most Current, Accurate Vehicle Data

Total Audience	Segments
193 MM Postal 260 MM Digital 118 MM Mobile	800+

Key Audience Segments

Garage-Level Segments

- Make/Model
- Class/Style
- Fuel Type

In-Market Segments

- Make/Model
- Parts/Service
- Financing/Insurance
- New/Used
- Dealer/Car Portal



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Auto+

The Alternative Fuel for Automotive Marketers

Our data collection and verification process makes the difference. Adstra Auto+ leverages a multitude of proprietary sources and known ownership records, ensuring the data is of utmost accuracy for make, model, year and more. For many years, this data has proven to out-perform all other automotive files for counts and response rates.

Auto+ also includes in-market data segments, offering marketers greater access to active automotive shoppers.



Sources

- Sales & Service Data
- Automobile Warranty Data
- Aftermarket Repair & Maintenance Facilities
- Online Behavioral Data

Target Market Categories

- Automobile & Motorcycle Manufacturers
- Aftermarket Industry
- Financial Services
- Vehicle Repair & Maintenance

Adstra HCP



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra HCP

Comprehensive Coverage of Healthcare Providers
with Unparalleled Selectivity



Adstra HCP offers the most complete spectrum of the healthcare industry – professionals that influence decisions regarding pharmaceuticals, insurance, medical supplies and more.

Total Audience	Segments
12 MM Postal 30 MM Digital 11 MM Mobile	170+
Key Audience Segments	

- **Physicians by Specialty** – Pediatrics, Geriatrics, General Surgery, General Practice, and many more
- **Allied Health Practitioners by Specialty** – Physical Therapists, Paramedics, Dietitians, Veterinarians, etc.
- **Dentists by Specialty** – General, Oral Surgeons, Pediatric, Dental Hygienists, Periodontitis, etc.
- **Nurses by Specialty** – Nurse Practitioners, Clinical Nurses, Registered Nurses, Public Health Nurses, and more



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra HCP

Connect with Individuals who Possess Real Power within the Healthcare Industry

Adstra HCP is built with our exclusive multifaceted, data architected process; and assembles full coverage of doctors, dentists, nurses and allied practitioners.



Sources

- State Licensing Bureaus
- Government Agencies
- Public & Private Directories
- Medical Journals
- Association Rosters
- Professional Memberships

Target Market Categories

- Financial Services/Insurance
- Publishing
- Continuing Education
- Pharmaceuticals/Devices
- Premiums

Adstra Health



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Health

HIPAA Compliant, Consumer-Level Data



Adstra Health enables marketers to reach individuals based on ailment propensities, Rx by brand, health/wellness lifestyle data, and prevention indicators. Plus, it's 100% HIPAA compliant.

Total Audience	Segments
230 MM Postal 620 MM Digital 195 MM Mobile	250+

Key Audience Segments

- **Rx Conversion by Brand** – Abilify, Celebrex, Lyrica, Nexium, Symbicort, Xeljanz, and more
- **Ailment Propensity by Type** – Arthritis, Asthma/COPD, Diabetes – Type 1 & 2, Heart Disease, High Cholesterol, IBS, Parkinson's – as well as 'Sensitive' segments like Cancer
- **Health & Wellness Lifestyle Indicators** – Fitness Score, Health Attitude Score, and more
- **Prevention Indicators** – Flu Shot, Men's/Women's Preventive Care, Pneumonia Vaccine, etc.
- **In-Market Health** – Services: Telehealth, COVID Rapid Test, Symptoms: Fever, Nausea, Headache, etc. as well as OTC Meds: Cold & Flu, Pain Relief, Sleep Aids, etc.

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ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Health

This proprietary audience, Adstra Health, is curated leveraging Pharma and claims data as well as anonymized clinical survey data. And is scaled using proprietary modeling to ensure HIPAA compliance.

Adstra Health also includes in-market data segments, offering marketers greater access to consumers actively looking for health information and remedies.

Holistic Consumer Insights



Sources

- Anonymized Rx data
- Anonymized Claims data
- Anonymized Clinician-Administered Survey data

Target Market Categories

- Pharma
- Healthcare Professionals
- Insurance
- Nursing/Long-Term Care Services
- Drug/Big Box Stores with Clinics

Adstra Caregivers



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Caregivers



Adstra Caregivers enables marketers to reach likely caregivers of individuals over the age of 55 with precision and scale. This unique audience offers marketers a new way to target individuals who are at the center of health and wellness-related decisions for others.

Reach Influential Decision Makers

Total Audience	Segments
150 MM Postal 280 MM Digital 75 MM Mobile	60+

Key Audience Segments

- **Caregivers by Relationship to Caregivee** – Spouse, Child, Sibling, etc.
- **Caregivers by Caregivee Ailment Propensity** – Arthritis, Cardiovascular Disease, Diabetes, Kidney Disease, and more
- **Caregivers by Caregivee Lifestyle Indicators** – Passive Health Attitude, Smoking, Weight Loss, etc.
- **Caregivers by Caregivee Prevention Propensity Indicators** – Flu Shot, Pneumonia, Men’s/Women’s Preventive Care
- **Caregivers & Caregivee Demographics** – Age, Income, Location



ADSTRA PREMIUM AUDIENCES THAT MATTER

Adstra Caregivers

A First-of-its-Kind Multichannel Audience

The Adstra Caregivers proprietary audience leverages exclusive linking technology to identify familial connections to an individual, including spouses, children, grandchildren, and siblings – to serve up potential decision-making caregivers.



Sources

- Anonymized clinician-administered survey data
- Global Fraud Prevention Provider

Target Market Categories

- Pharma
- Healthcare Professionals
- Insurance
- Nursing/Long-Term Care Services
- Drug/Big Box Stores with Clinics