



In-market behavioral data featuring travelers ready to purchase



adstra
Audiences
TRAVEL

Q: Do you need to leverage in-market consumer digital data in the U.S. at a time when they are ready to make purchasing decisions, by mode of travel, destination, type of travel, and hotel?

A: We have a solution...

Adstra Travel

Online behavioral data on consumers across 90% of accessible devices in the U.S., this travel-based data enables marketers to reach consumers at the time they are ready to make purchasing decisions.

Our Foundations

- Wholly online behavioral Data
- Direct Publishers
- Analytics Partnerships
- Adtech integrations

Our Differences

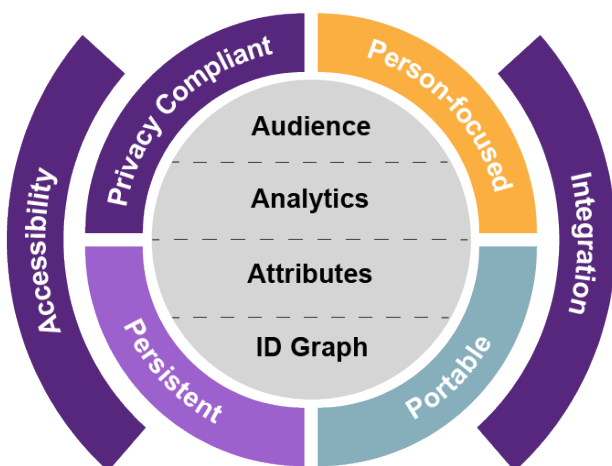
Coverage

- 85 segments
- 27MM Digital / 16MM Mobile

Design

- Based on Real World deterministic data, multi-sourced and fact-based
- Omnichannel – email, display, video, and mobile

To learn more, email:
connect@adstradata.com



SEGMENTS

Airline Travelers

By Brand, Destination and Type of travel
(first class, business class, frequent)

Cruise Ship Travelers

By Brand, Luxury class, destination

Hotels

By Brand, Class (economy, mid-range, luxury)

Sites Visited

Booking platforms, rental sites

Vacation Rentals

Size, luxury class

Ideal Verticals:

- Hotels & Lodging
- Airlines
- Cruise Lines
- Online Travel Sites
- Car Rental Agencies

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