



the new **ideal** in data

Access comprehensive wealth data based on positions, passions and possessions



adstra
Audiences
WEALTH

Q: Do your sales efforts need to acquire hard-to-find, affluent individuals, based on net worth, investable assets, profession, home value and profession? Target a wealth audience with over 180 segments?

A: We have a solution...

Adstra Wealth

A curated file of the most affluent individuals focused on position, passions and possessions, this data is rich with segments tied to luxury travel, high dollar donors, yacht and private jet ownership, plus investments. This audience is based on specific individuals with 180+ segments.

Our Foundations

- Demographic and behavioral segments tied to lifestyle
- Net worth
- Household Income
- Profession
- Charitable donations
- Passions

Our Differences

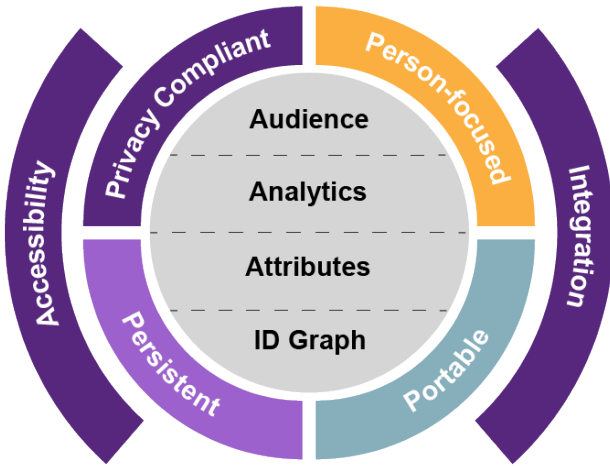
Coverage

- 65MM online / 36MM mobile / 18MM postal
- 180+ segments

Design

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

To learn more, email:
connect@adstradata.com



SEGMENTS

- **Accredited Investors**
- **Luxury Travelers**
- **Generational & Family Type**
- **Power Spenders**
- **Lifestyle Enthusiasts/Interests**
- **Home Value**
- **Investable Assets**

Ideal Verticals:

- Luxury Merchandise
- Financial Services
- Philanthropy
- First-Class Travel
- Premium Real Estate

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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