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Adstra
Premium Audiences

Adstra: Who We Are

Solutions

- Comprehensive suite of data and identity solutions for an unlimited number of use cases

- 40+ year history of market leadership

- Safe, compliant, and cost-efficient access to any form of data and identity that enable omni-channel marketing campaigns

- Best-in-class management team with proven track record of success at leading marketing data companies

Enterprise Identity Platform

Cloud based technology, enabling our person-based, persistent, portable, and privacy compliant enterprise ID platform that delivers data across media

conexa
ENTERPRISE IDENTITY PLATFORM

Digital Audiences

Digital Data Audiences that can be used to enrich insights and extend reach across the digital advertising ecosystem

adstra Audiences

Acquisition & Data Monetization

People working to drive data driven marketing, provide insight, support monetization opportunities, and deliver flawless execution

adstra Acquisition

40+ Year History of market leadership in data	**5** Offices across the US	**175+** Employees	**800** Clients across wide range of industries	**9** Utility patents

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Design Approach

- Built with real world deterministic data based on 1:1 matching – a "Real Person at a Real Address"
- Curated leveraging multiple offline data sources – utilizing a minimum of three corroborating sources to validate records and attributes
- Further enhanced with online behavioral data to enable marketers to reach individuals who are in-market for goods and services

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The Adstra Advantage

Digital Audience data provides both *scale* and *accuracy*:
- **Reach the greatest number of individuals in your target group**
- **Provide accuracy that ensures message will have greater relevance**
- **Merge segments from multiple audiences to hone-in on target**
- **Layer segments for even more precise results**
- **Collaborate with Adstra on custom audiences**

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Adstra Premium Audiences - Success

AUTO	TRAVEL	FINANCIAL SERVICES	TECHNOLOGY	RETAIL

Adstra Premium Audiences - Success

MEDIA	CONSUMER HEALTH	BUSINESS SERVICES	CONSUMER PRODUCTS
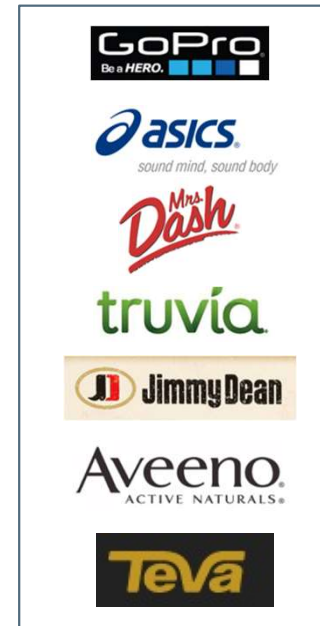
Adstra Premium Audiences

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 Orbits
Intent-Powered
Lifestyle Clusters

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

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Adstra Business

Adstra Premium Audiences That Matter

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.

Breadth Depth Success

Total Audience	Segments
90 MM Postal 173 MM Digital 64 MM Mobile	**280+**

Key Audience Segments

- **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.
- **Ownership** – Minority-, Women-, and Veteran-Owned companies
- **In-Market segments** – Companies in-market for goods and services, from computers and furniture to consultants and new hires
- **Supply-Chain Proof** – Cloud-Based Solutions, Business Solutions

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Adstra Premium Audiences That Matter

Adstra Business

Our exclusive access to a Global Fraud Prevention Provider 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	Target Market Categories
• Global Fraud Prevention Provider • Exclusive Professional Memberships • Online & Print Publications • State, Local & Regional Filings • Trade Associations • Government Records • Business Directories	• Financial Services/Insurance • Telecom/Technology • Publishing • Continuing Education • Manufacturing • Business Supply/Services

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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 250 million Americans.

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

Total Audience	Segments
250 MM Postal 630 MM Digital 256 MM Mobile	**355+**

Key Audience Segments

- **Demographics –** Age, Ethnicity, Marital Status, Education, etc.
- **Family Lifestages –** Newly Engaged, Newly Wed, New Parents, etc.
- **Lifestyle & Interests –** Art, Electronics, Food & Wine, Travel, Sports, 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.
- **Supply Chain Proof –** Online Entertainment, Online Investing, Delivery Services

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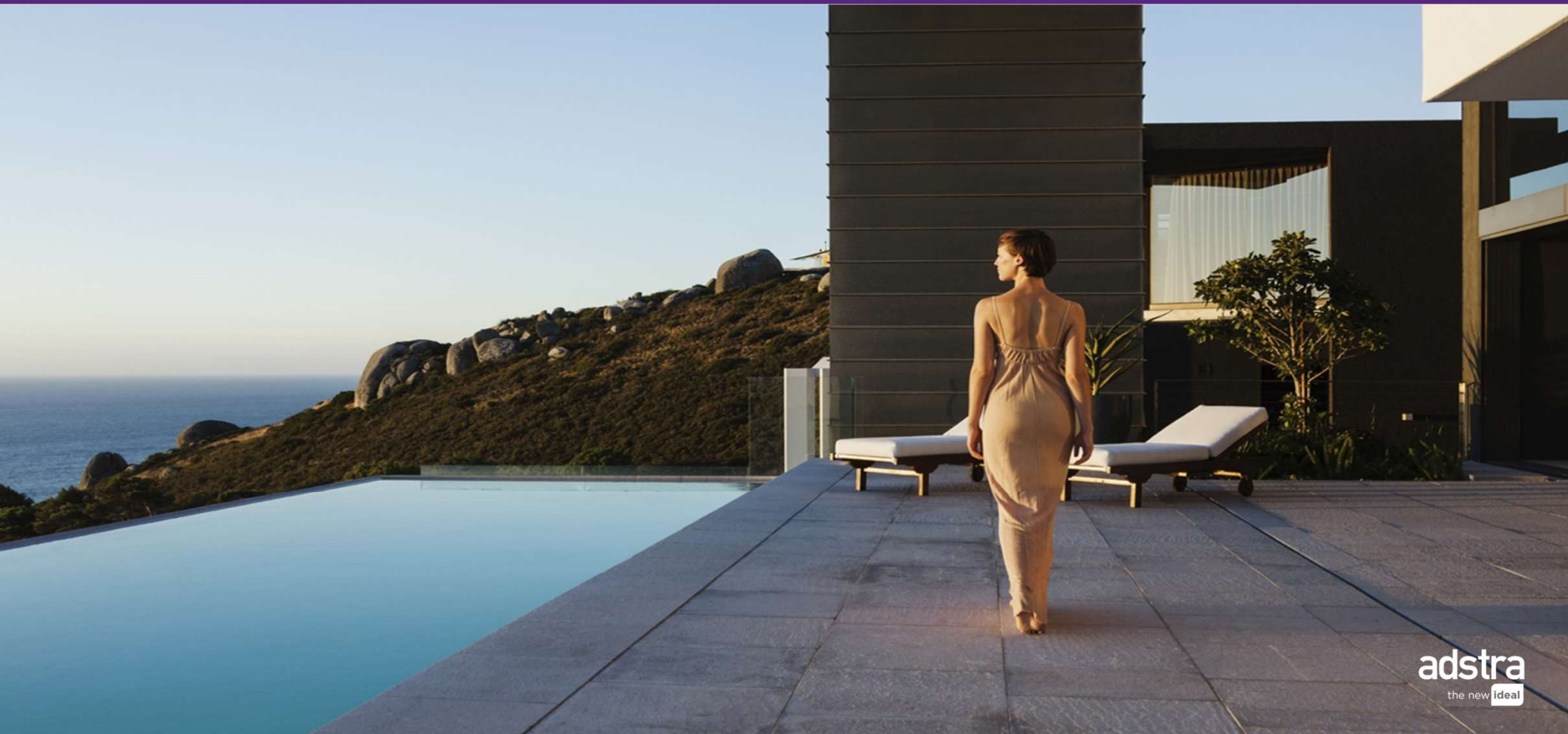
Adstra Consumer also includes in-market data segments, offering marketers greater access to consumers actively looking for products and services.

Sources	Target Market Categories	
• Public Records	• Retail	• Automotive
• Global Fraud Prevention Provider	• Travel	• Entertainment
• First-Party Purchase Histories	• Financial Services	• Philanthropy
• Self-Reported Surveys	• Insurance	• Luxury Goods & Services
• Registrations	• Publishing	
• Buying Activity		

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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 for luxury marketers for over 35 years.

Positions, Possessions, and Passions of America's Most Affluent

Total Audience	Segments
25 MM Postal 91 MM Digital 36 MM Mobile	**90+**
Key Audience Segments	

- **Net Worth & Investable Assets –** Ranging from $250M to $20MM+
- **Household Income –** Ranging from $150M to $2MM+
- **Investors –** Accredited Investors, Real Estate, Stocks, Foreign Investors
- **Luxury Travelers –** Cruise, Domestic, International, etc.
- **High Dollar Donors by Type –** Cultural, Environmental, Health, Political, Religious
- **Prosperous Professionals –** C-Level Execs, Doctors, Lawyers, Business Owners, etc.
- **Luxury Lifestyle** – Golf, Wine & Gourmet, Home Décor, Cultural Arts, Green Affluents, Rewards Card Holders, etc.
- **Ad Receptivity –** Digital, Email, Mobile, Streaming TV, Traditional, etc.

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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. 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	Target Market Categories
• First-Party Purchase Histories	• Financial Services
• Global Fraud Prevention Provider	• Luxury Merchandise
• Association/Club Memberships	• Premium Real Estate
• Professional Associations	• Philanthropy
• Yacht & Aircraft Registrations	• Luxury Travel
• Public Records	• Publishing

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Adstra Orbits

Adstra Premium Audiences That Matter
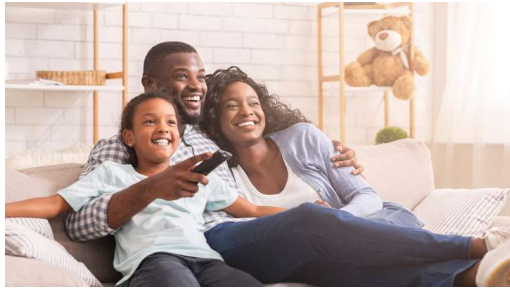
Adstra Orbits

Adstra Orbits are defined not just by static demographics, but also by intent based on individual observations, driving greater relevancy and results for marketers.

Drive Greater Response Through Intent-Powered Lifestyle Clusters

Total Audience	Segments
250 MM Postal 630 MM Digital 256 MM Mobile	**75**
Key Audience Segments	

- **Informed Online Shopper Audience –** Social media influencers who crave the spotlight and value brand names. Seek online ads that focus on product features and consumer reviews.

- **Big Box Audience –** Well-invested and active in their community. Looking for ways to save money without sacrificing quality. Coupons and special offers are a motivator.

- **Price-Driven Traditionalist Audience –** Hold traditional beliefs and value routine and familiar brands. Turns to traditional media for information and product recommendations.

- **24/7 Connected Audience –** City-dweller who is technologically, socially, and environmentally engaged. Not brand loyal but heavily influenced by advertising. Seeks new brands to enhance lifestyle.
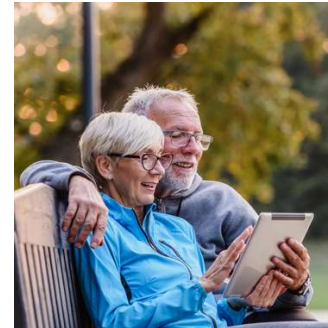
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Adstra Premium Audiences That Matter

Adstra Orbits

Adstra Orbits is powered by behavioral data that tracks a consumer's online and brick-and-mortar shopping activity; shopping location; and media consumed while searching for products and services.

We combine this behavioral data with robust deterministic demographic data – providing an active picture of how the population is responding to the consumer ecosystem.

Lifestyle Cluster Audiences That Deliver

Sources	Target Market Categories
• Behavioral Data	• Automotive
• Online Shopping Data	• Retail/CPG
• Brick-and-Mortar Shopping Data	• Technology
• Location Data (Movement Patterns)	• Financial Services
• Media Consumption Data	• Healthcare

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Adstra Media & Tech Consumption

Adstra Premium Audiences That Matter

Adstra Media & Tech Consumption

Adstra Media & Tech Consumption data combines our powerful Consumer demographics with proprietary Orbits segmentation to deliver insights into media receptivity and technology consumption.

Tap Into Intent-Driven Media & Technology Consumption Data

Total Audience	Segments
250 MM Postal 630 MM Digital 256 MM Mobile	**335+**

Key Audience Segments

- **Ad Receptivity –** Digital Display, Direct Mail, Email, Mobile Text, Streaming TV, Newspaper, and many more
- **Mobile Usage –** Low/Medium/High
- **Social Media Usage –** Low/Medium/High
- **Social Media Deal Site Usage –** Active Deal Site user
- **Tech Adoption Lifecycle –** Early Adopter/Late Majority/Phobic
- **TV Viewership –** Computer/DVR/Mobile/Streaming/Traditional, etc.

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Adstra Premium Audiences That Matter

Adstra Media & Tech Consumption

Adstra Media & Tech Consumption segments are curated based on a combination of our own Adstra Consumer data and our proprietary Orbits audience.

We combine geodemographic data, online shopping behaviors, location data, and media consumed to fuel this powerful audience.

Use your tech to meet on their tech level

Sources	Target Market Categories
• Behavioral Data	• Automotive
• Online Shopping Data	• Retail/CPG
• Brick-and-Mortar Shopping Data	• Technology
• Location Data (Movement Patterns)	• Financial Services
• Media Consumption Data	• Healthcare

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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
- **Travel Purchase –** By Booking Platform, Vacation Rental Site
- **Hotel Travelers –** By Luxury, Mid-Range, Economy
- **Car Rental –** By Brand
- **Travelers –** By Type: Camping, Experiential, RV, Spa Vacations, Ski Holidays, etc.

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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	Target Market Categories	
• Online behavioral data collected from direct publishers, networks, analytics partnerships, adtech integrations, and other proprietary sources	• Hotels & Lodging • Airlines • Cruise Lines • Online Travel Sites	• Car Rental Companies • Spas & Resorts

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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
191 MM Postal 453 MM Digital 246 MM Mobile	**565+**

Key Audience Segments

- **Political Affiliation by Party –** Democrat, Republican, Independent, Split Households, etc.
- **Voters by Demographic Attributes –** Affluent Voters, Millennial Voters, Boomer Voters, Hispanic/Latin American Voters, African American Voters
- **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
- **Government –** Elected Officials, Employees, Influencers, Policymakers
- **Upcoming Election Cycle –** Early/Absentee/In-Person/Overseas Voters, 2022 First-Time Voters, New Congressional Districts, Swing State Congress/Senate

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Adstra Premium Audiences That Matter

Adstra Political

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.

The Winning Audience for Campaigns & Causes

Sources	Target Market Categories
• State & County-Level Registered Voter Files • Census Data • Election Return Data • Proprietary Lifestyle & Issue Data • Social Profiles	• Fundraising • Political Campaigning/GOTV • Issue/Cause Support

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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	**815+**

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

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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	Target Market Categories
• Sales & Service Data	• Automobile & Motorcycle Manufacturers
• Automobile Warranty Data	• Aftermarket Industry
• Aftermarket Repair & Maintenance Facilities	• Financial Services
• Online Behavioral Data	• Vehicle Repair & Maintenance

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Adstra HCP

Adstra Premium Audiences That Matter

Adstra HCP

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

Comprehensive Coverage of Healthcare Providers with Unparalleled Selectivity

Total Audience	Segments
12 MM Postal 30 MM Digital 11 MM Mobile	**20+**
Key Audience Segments	

- **Medical Professionals by Type –** Allied Health Practitioners, Dental Professionals, Nurses, Pharmacy Professionals, Physicians, Physician Assistants
- **Allied Health Practitioners by Specialty –** Counselors, Psychologists, Occupational Therapists, Physical Therapists, Social Workers, Veterinarians, and many more
- **Nurses by Specialty –** Nurse Practitioners, Clinical Nurses, Registered Nurses, Public Health Nurses, etc.
- **Physicians/Dentists by Specialty –** Many granular specialty segments are available as customs upon request

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Adstra Premium Audiences That Matter

Adstra HCP

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

Connect with Individuals who Possess Real Power within the Healthcare Industry

Sources	Target Market Categories
• State Licensing Bureaus • Government Agencies • Public & Private Directories • Medical Journals • Association Rosters • Professional Memberships	• Financial Services/Insurance • Publishing • Continuing Education • Pharmaceuticals/Devices • Premiums

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Adstra Health

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Adstra Premium Audiences That Matter

Adstra Health

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.

HIPAA Compliant, Consumer-Level Data

Total Audience	Segments
250 MM Postal 620 MM Digital 195 MM Mobile	**260+**

Key Audience Segments

- **Rx Conversion by Brand –** Abilify, Celebrex, Eliquis, Humira, Lyrica, Nexium, Pradaxa, Symbicort, Xeljanz, etc.
- **Ailment Propensity by Type –** Arthritis, Asthma/COPD, Diabetes – Types 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, Tetanus, etc.
- **Therapy by Type –** Birth Control, Smoking Cessation, and more
- **SDoH Segments –** Target by motivations and lifestyle for more effective and relevant campaigns

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Adstra Premium Audiences That Matter

Adstra Health

The broadest array of health segments available. Tiered audience segments give media buyers control of targeted performance vs. scale alone.

Offering full US coverage, Adstra Health data is managed through 100% HIPAA-compliant processes and platforms and deliver models that are 2x as predictive as the 'standard' approach.

Holistic Consumer Insights

Sources	Target Market Categories
• Based on predictive models vs. content consumption indicators • Expanded number of available variables for targeting models lifting performance • 100% HIPAA compliant	• Pharma • Healthcare Professionals • Insurance • Nursing/Long-Term Care Services • Drug/Big Box Stores with Clinics

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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 their families.
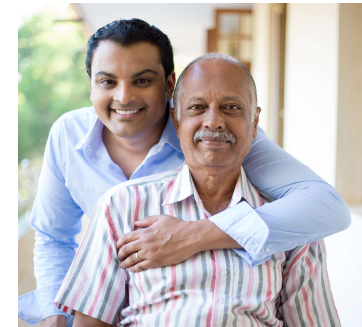
Reach Influential Decision Makers

Total Audience	Segments
150 MM Postal 280 MM Digital 75 MM Mobile	**140+**

Key Audience Segments

- **Caregivers by Relationship to Caregivee –** Spouse, Child, Sibling, etc.
- **Caregivers by Caregivee Ailment Propensity –** Arthritis, Cardiovascular Disease, Diabetes – Types 1 & 2, Kidney Disease, Parkinson's, 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

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Adstra Premium Audiences That Matter

Adstra Caregivers

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.

A First-of-its-Kind Multichannel Audience

Sources	Target Market Categories
• Based on predictive models vs. content consumption indicators • Expanded number of available variables for targeting models lifting performance • 100% HIPAA compliant	• Pharma • Healthcare Professionals • Insurance • Nursing/Long-Term Care Services • Drug/Big Box Stores with Clinics

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Adstra Premium Audiences – Privacy

Privacy by Design

- Adstra's philosophy on privacy follows the framework of Privacy by Design

- We integrate privacy into our strategy, our product development & everything we do

- We can protect consumer privacy and provide relevant advertising – which benefits everyone involved

- We constantly strive to maintain unparalleled visibility with consumers – providing transparency and choice through our website

Adstra Privacy Policy:
https://adstradata.com/privacy-policy/

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Thank you!

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adstradata.com

For Questions, Recommendations and/or Custom Requests:

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